



NEWS SUMMARY

GENERAL

Irish killers known to police

Irish police believe they know the identity of Lord Mountbatten's killers and the Irish Government has offered a \$100,000 reward for information leading to their arrest and conviction.

The Republic's deputy Prime Minister, George Colley, said the information the police already had was insufficient for people to be convicted.

Two men due to face explosives charges in Dublin today are being questioned about the blast which killed Lord Mountbatten and two members of his family. They were arrested on Monday before the lunchtime explosion on Lord Mountbatten's boat.

Mr. Colley, depousting for Premier Jack Lynch who is on holiday in Portugal, refused to comment on a suggestion that the men police think were responsible were already under arrest.

The Vatican said that Pope John Paul will not visit Ulster during his visit to Ireland at the end of the month "because of the atrocities of the last few days."

Vatican officials had indicated recently that the Pope planned a brief visit to Armagh.

But the Prime Minister, Mrs. Thatcher, went to South Armagh during a surprise visit to Ulster yesterday. Dressed in a combat jacket and UDR vest she dropped in by helicopter on the heavily guarded army and police post in the border village of Crossmaglen which has frequently been attacked by IRA bombs and mortars.

Earlier she paid a walkabout to Belfast city centre and went to a hospital to speak to victims of terrorism.

Paul Maxwell, the 16-year-old boy killed with Lord Mountbatten, was buried in Enniskillen, County Fermanagh. The bodies of Lord Mountbatten, his 14-year-old grandson and the Dowager Lady Brabourne, aged 82, will be flown home today.

Khomeini defied

Kurdish insurgents rejected a call to surrender from Ayatollah Khomeini, Iran's unchained head of state, and said they were determined to fight on. Back Page

Couple freed

A young French couple escaped a 60-day jail sentence for breaking anti-rabies laws by bringing a cat into Britain. The man's employers paid the couple's fines, totalling £1,000.

Population call

An urgent international effort over the problem of world population growth was called for by Edward Heath, the former Conservative Prime Minister, at a conference in Sri Lanka. Page 4

Britons held

South African detectives arrested nine Britons after seizing about £500,000-worth of cannabis at a suspected drugs factory in a Capetown suburb.

Sardinia move

Italy's security and anti-terrorist chief, General Carlo Alberto Dalla Chiesa, has flown to Sardinia, where 10 people have been kidnapped in the last two weeks. Page 3

Briefly...

Two dockworkers died after being thrown into the water when a cargo ship hit the dockside at Southampton. A third man was hurt in a rescue attempt.

Johnnie Ray, cry-baby crooner of the 1950s, arrived in London at the start of a two-week British tour. Page 18 and Lex.

CHIEF PRICE CHANGES YESTERDAY

(Prices in pence unless otherwise indicated)	
RISES	
Avana	115 + 5
Avon Rubber	170 + 14
Senior	28 + 3
Crouch Group	80 + 6
Davenports' Brewery	109 + 9
Denbyware	128 + 7
First Nat. Fin. Gpce Conv.	£72 + 7
Fogarty (E.)	363 + 8
Hawley Leisure	41 + 24
Hunting Gibson	290 + 15
National Carbonising	77 + 4
News Int'l	158 + 10
Nurdin & Peacock	126 + 10
Pearl Assurance	250 + 4
Provident Financial	98 + 3
Quick (H. & J.)	454 + 2
Sandeman	57 + 5
Savile Gordon (J.)	35 + 3
Stylo Shoes	235 + 6
FALLS	
Assoc. Dairies	262 - 7
British Home Stores	248 - 15
Cement - Roadstone	79 - 3
Deca A	288 - 7
GUS A	400 - 6
Robinson (T.)	74 - 8
Savile Gordon (J.)	35 + 3
Stylo Shoes	235 - 6

BUSINESS

Gold at new high

Copper up £26¹/₂

BY PETER RIDDELL, ECONOMICS CORRESPONDENT

THE GOVERNMENTS of the main industrialised countries, including the UK, are in danger of aggravating the adverse impact on output and jobs of the latest round of oil price rises by their own actions, the National Institute of Economic and Social Research says today.

The warning is given in the quarterly economic review of the institute, an independent research organisation. It argues that the policy reaction to higher oil prices looks like being less enlightened and more deflationary than in 1974, even though the recession is not likely to be as deep as that in the mid-1970s.

Instead of adopting contractionary fiscal and monetary policies, the proper response to higher oil prices is one of some accommodation.

The review suggests that industrialised countries could prevent the oil price rise from having the dual effect of destabilising their economies and exacerbating the wage-price spiral by cutting non-oil indirect tax rates. This would leave the domestic price level unchanged.

The institute is critical of the UK Government's policies as embodied in the mid-June Budget. It questions whether a

deflationary policy stance will help to bring about the Government's objective of a lower inflation rate.

The prospect of very little further rise in output in the UK and increasing unemployment up to the end of next year, partly the consequence of the present contractionary policies.

The latest forecasts are much gloomier about the short-term outlook for the UK than the last projections in May. In particu-

lar, expectations about economic growth have been downgraded and a deficit is expected on the current account of the balance of payments over the next 18 months rather than the big surpluses previously forecast.

The main reasons for the more pessimistic view are the impact of the Budget changes, the unexpected rapid growth of imports this year and the sharp rise in sterling.

The institute is one of the main strongholds of traditional neo-Keynesian views of how the economy works, but its projections are broadly similar to those produced last month by the monetarist London Business School.

Both organisations expect a slow rate of economic growth over the next year, with a rise in the level of adult unemployment in the UK from 1.2m at present to over 1.6m by the end of 1980.

Similarly, both groups expect that, in spite of the recession, real incomes and consumer spending should continue to rise, though more slowly than over the past two years. This is in contrast to the mid-1970s when consumer spending fell.

Details, Page 7

Editorial comment, Page 16

BY JOHN MOORE

FIVE LLOYD'S underwriting syndicates have been told to stop trading because of fears that they may have accepted more business than permitted.

The instruction came yesterday from the syndicate's managing agent, Ashby & Co., which looks after the affairs of syndicates' members.

Mr. Ian Findlay, chairman of Lloyd's, received a letter from Ashby & Co. yesterday. It said that matters relating to certain risks "underwritten or alleged to have been underwritten by syndicates 753, 751, 750, 752 and 757 will have come to our attention which cause us concern, in particular with regard to the premium income limits of those syndicates."

The agent added that it had instructed the two insurance lawyers Elbourn Mitchell, "who have advised that an immediate investigation should be carried out into the circumstances in which the risks were placed and their consequences."

DAVY INTERNATIONAL and BSC are making a joint bid for the design and construction of a £1bn integrated steelworks in India. Page 5

STEEL industry has made representations to the Industry Secretary that restraints on exports of British steel scrap should be largely abolished.

Commercial Union plans to pool resources with National Mutual Life Association of Australasia in an effort to develop its interests in Australia. Back Page

PLAYBOY CLUBS of London is to buy Norwich Enterprises, owner of the Victoria Sporting Club casino in a £50m deal which overtakes one by former chairman of Mecca, Eric Morley and Laurie Marsh. Back Page

COMPANIES

LADBRIDGE Group pretax profits for the half year ended July 8 rose by 20 per cent from £13.8m to £16.7m on turnover up at £257.3m against £221.4m. Page 19 and Lex.

ASSOCIATED Dairies pretax profits for the year to April 28 rose from £26.2m to £41.0m on turnover ahead from £536m to £791m. Page 18 and Lex.

BY DAVID BUCHAN IN WASHINGTON

THE U.S. index of leading economic indicators fell 0.4 per cent last month after a similar drop in June. The downward movement in the index, considered a key barometer of future economic trends, would seem to confirm predictions that the U.S. is sliding into an economic recession.

Higher interest rates, pushed to record levels by the Federal Reserve Board to try to dampen inflation, are also expected to accentuate the slowdown in U.S. economic growth.

The prime rate, offered by major banks to their best customers, reached 12.4 per cent this week, while the Fed has pegged its own discount lending rate at a record 10.5 per cent. Mr. Paul Volcker, the new Fed chairman, has said no decline in money rates can be expected until a slowdown in the surging U.S. inflation rate.

The Commerce Department said yesterday that the main reason for the overall index's July drop was slower deliveries of goods from factories to businesses. This was to be expected during a time of slowdown and uncertainty about the

economy, with businesses trying to keep their stock levels down lest a full-blooded recession emerge.

Other components of the index, which fell last month, were contracts and orders for new plant and equipment and manufacturing orders and the level of building permits issued.

These decreases more than offset firmness in the other six components of the index, including the length of the work week and the rate of job lay-offs.

Unemployment, however, is forecast by the Administration to rise in coming months.

The slowdown in the U.S. economy appears to be having one beneficial effect. The July trade deficit was this week reported to have narrowed to \$1.1bn (£450m) from \$1.9bn in June. The smaller deficit was attributed by slacker demand for foreign goods, as well as increased exports.

Details, Page 7

Editorial comment, Page 16

Survey: Mexican oil and gas

BY PETER RIDDELL

THE CHIEF PRICE CHANGES YESTERDAY

(Prices in pence unless otherwise indicated)

RISES

Savvy B

Tomatin

Aran Energy

BP

Ultramar

Castlefield (Klang)

Kinta Kellars

Eagle Corp.

Johannesburg Comm

Oakbridge

Pacific Copper

Swan Resources

FALLS

Assoc. Dairies

British Home Stores

Cement - Roadstone

Deca A

GUS A

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EUROPEAN NEWS

COPENHAGEN ROW LIKELY OVER WAGE INDEXATION Danes run out of answers to the payments deficit

BY HILARY BARNES IN COPENHAGEN

THE OIL price increases hit Denmark in its most sensitive spot—the current account balance of payments. Denmark has had a deficit every year except one since 1960, and this year the shortfall will be the largest in the EEC—not only in proportion to the country's size, but also in absolute terms.

From 1960 to 1973 the deficit averaged about 2 per cent of the gross domestic product (GDP). Since then successive governments, all of them minority ones, have made great efforts to generate enough political backing to carry measures to reduce the deficit. But it has gone on rising inexorably, averaging about 3 per cent of GDP.

The net foreign debt, now about Dkr 65bn (£5.5bn), is about 20 per cent of GDP. Net interest payments, running at almost Dkr 6bn (£511m) this year, are a major item in the current account deficit.

When the present Social Democratic-Liberal coalition was formed a year ago this month, it was hoped that it would be politically strong enough to bring down the deficit. Its target was a deficit of Dkr 5.5bn this year compared with Dkr 8bn last year, with further reductions in subsequent years.

But even before the July oil price increases by the Organisation of Petroleum Exporting Countries, it was clear that, following the spring collective wage agreements, the deficit would amount to about Dkr 10bn. The Government now believes that the deficit in 1979 will be Dkr 12bn and about the same in 1980.

"We can't go on living with deficits of this size," Mr. Roud Heinesen the Finance Minister said recently. Mr. Heinesen has publicly warned that unchecked growth in the external debt will cause the country's foreign creditors to tighten up their terms and will increasingly limit economic policy options.

In June, just before the latest OPEC increases, the Government put through a Kr 4bn programme to restrain consumer spending, mainly by increasing energy prices by over 20 per cent. It also ensured that runaway growth of local government spending, rising by 7.8 per cent this year in real terms, will be cut to 3 per cent in 1980 and 2 per cent in 1981. Central government spending is to be cut as well. This will now rise

by only about 0.5 per cent in real terms in 1980.

Three things are apparent. First, the June measures are not enough if the object is to stabilise, let alone improve, the current balance. Second, the foreign debt is reaching the point at which there is a risk that foreign creditors will be reluctant to lend further. Thirdly, the result of yet more demand restraint will be to push the economy into permanent near-zero growth.

Over the years a variety of policies has been tried. Incomes policy has never succeeded in restoring competitiveness. Fiscal policy has constrained domestic demand but without switching resources to exports. Exchange

indexation wage and salary increases are a flat rate of Kr 0.60 per hour, about 1.3 per cent of the average hourly wage. They are awarded for each three-point rise in a quarterly net consumer price index (that is, excluding indirect taxes and subsidies). Social security and pensions incomes are also adjusted.

It is virtually certain that there will be index increases in September of Kr 1.20 and next March of Kr 1.80, or about 2.5 per cent next month and 3.1 per cent in March. Furthermore, under the terms of the new collective agreement, holiday money in September also goes up from 10 to 12.5 per cent of wages—taking the overall jump in wage costs next month to about 5 per cent.

The indexation system may yield benefits in terms of stable labour relations. But when it means that the Danes award themselves extra wages to pay for rising import prices it is a system guaranteed to generate inflation and perpetuate the deficit on the current balance of payments.

The Liberals would like to exclude import prices from the index. Social Democratic leaders have no illusions about the fallacies in the system, but as indexation is a trade union holy cow, the party cannot touch it.

The autumn political manoeuvres will therefore be devoted to finding a way of bribing the unions to give way to common sense on indexation, and the Social Democrats think they have got a juicy carrot.

This concerns the indexation payments to the National Pension Fund made by the State under the terms of the 1977-79 collective wage agreements. The Social Democrats have suggested, as a quid pro quo for agreement to amend indexation, that these payments, amounting to some Kr 10bn, should be hived off as a special investment

rate policy, by linking the Krone to the German mark in the European currency "snake" and subsequently the European Monetary System (EMS). This has helped limit inflation consumer prices in the 12 months to June rise by 8.8 per cent, but made industry even less competitive abroad.

Monetary policy is severe enough to have driven mortgage interest rates to 17.5 per cent. But still the deficit persists.

There appears to be a growing feeling in senior political circles that there is only one untried shot in the locker and that the time may be coming when it should be used—a substantial, strategic devaluation of the krone.

But, and it is an absolutely crucial but, there is an equally clear recognition that a devaluation would be useless unless the



Prime Minister Anker Joergensen . . . denies a devaluation is under consideration.

fund to be administered by the trade unions.

But the Liberals are adamantly opposed to the scheme. They fear that it will be the starting shot for a much more ambitious scheme to give wage earners co-ownership rights by transferring a portion of corporate profits, in the form of wage-earner share capital, to a central, trade union controlled investment fund.

At the moment it looks as if the coalition partners will collide head-on over the issue. Together with the other main contentious issue this autumn—the cuts in central government spending agreed in principle in June should be proportioned—the differences may be so great that the coalition founders.

Political break-down or not, if the indexation question cannot be solved, it seems certain that the Government will have no alternative but to resort to new restraints on domestic demand. On current policy, domestic demand in 1980 may expand by a princely 1.5 per cent rounding off a series of years since 1977 in which real domestic demand has risen by 0.4 per cent, 1.3 per cent and 1.5 per cent.

It is easy to understand why Mr. Heinesen would rather see something done to restore export competitiveness than have to clobber domestic demand yet again. AP

Austria proposes savings changes

BY PAUL LENDEV IN VIENNA

Doubts are being raised whether the Soviet Union and its Comecon partners will be able to expand their nuclear generating capacity as dramatically as planned, from 13,000 MW at present to 140,000 MW by 1990.

In an analysis of Comecon's nuclear power programme, the West Berlin Economic Research Institute says that 4 per cent of the electricity now generated by the Comecon countries comes from nuclear power stations—up from 2.5 per cent in 1970 according to official figures.

The other six European Comecon countries and Cuba—only East Germany, Czechoslovakia and Bulgaria have operating nuclear power stations—were to have had 3,940 MW by next year. This year, their capacity was only 2,860 MW of nuclear power.

The Institute notes that the smaller European Comecon countries and Cuba have agreed to expand their nuclear generating capacity tenfold to 37,000 MW by 1990.

However, in 1976 at the start of the current five-year plan, Comecon had already set a target of 24,440 MW of installed nuclear power capacity by 1980. The latest statistics

reveal that installed nuclear power stations had a capacity of 12,940 MW in the middle of this year.

Under the original five-year plan, the Soviet Union was to have a nuclear capacity of 18,500 MW by next year. This was reduced to 18,500 MW in the current five-year plan and, in fact, only 10,000 MW have been installed to date.

Analysts point out that there have also been marked delays in the nuclear power programmes of the other Comecon countries, especially Romania, Hungary and Poland. The delays are mainly attributed to insufficient engineering capacity and the fact that the Soviet Union is still the sole deliverer of nuclear power stations within Comecon.

The Institute says there have been unsolved problems in Comecon with control technology and the Soviet Union's policy on reactor safety has not been based on developing measures for every possible mishap.

Comecon thought unlikely to meet N-power goals

BY LESLIE COLITT IN BERLIN

been characterised by consistent non-fulfilment of plans."

The nuclear expansion programme presented by the Soviet Union in 1971 set a target of 30,000 MW installed nuclear capacity within 10 years. This was reduced to 18,500 MW in the current five-year plan and, in fact, only 10,000 MW have been installed to date.

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Third World fears slow down nuclear test ban negotiations

BY BRIJ KHINDARIA IN GENEVA

FEARS THAT several of the more advanced Third World countries may be trying to obtain nuclear weapons technology have slowed nuclear test ban negotiations in the Geneva-based Disarmament Committee.

The nuclear powers and Western countries in general view with apprehension the controversy about the nuclear weapons capability of India and Pakistan, seeing in it the seeds of unbridled proliferation.

Third World countries, at the same time, have increased demands for guarantees that nuclear warheads will never be used against them. The nuclear powers, however, have given ambiguous replies, and such advanced developing countries as India and some Latin American nations are arguing that such guarantees are impossible.

Negotiations for a comprehensive test ban have been underway between the Soviet Union, the U.S. and Britain for several years. All three have so far resisted pressure from the committee's other members to throw open the negotiations to the committee as a whole.

The result has been to encourage some developing countries who have not signed the nuclear non-proliferation treaty to insist that they remain

frustrated to obtain nuclear weapons technology as long as every country does not renounce nuclear weapons. These countries see the test ban as a step towards the goals of destruction of existing nuclear weapons and prohibition of new production.

Meanwhile, the growing realisation that a few Third World countries might be on the threshold of nuclear capability has "cooled" some nations' enthusiasm for a complete test ban. They fear that they may be left at a disadvantage in developing weapons to counter the nuclear capability of their rivals.

This is the aspect that causes most apprehension among Western countries who argue that a nuclear arms race among even a handful of Third World nations would threaten world peace.

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EUROPEAN NEWS

مکانیزم الکترونیک

£470m BOOST FOR FRENCH ECONOMY

Cabinet approves Barre proposals

BY ROBERT MAUTHNER IN PARIS

THE ECONOMIC and social package under which the Government will pump FFr 4.3bn (£470m) into the economy, is expected to give a modest stimulus to France's declining growth rate next year. The package was adopted by the Cabinet yesterday.

M. Raymond Barre, the Prime Minister, who presented the measures to the Cabinet, stressed that economic prospects had been undermined by the 58 per cent rise in prices from imported oil during the first half of this year.

One of the most serious effects of the Organisation of Petroleum Exporting Countries (OPEC) decisions was to have lopped 1.5 to 2 per cent off the original forecast that France's gross national product (GNP) would increase by 3.5 to 4 per cent in 1980. As a result of yes-

terday's package, however, economic growth next year could be expected to rise by an extra half per cent, to 2.5 per cent.

M. Barre made it clear, on the other hand, that the latest measures, aimed at stimulating the stagnating housing and public works sectors, and compensating low-income families for the recent price rises, did not herald a fundamental change in his austerity policies.

During the coming months, the Government's absolute priority would still be to maintain the franc's stability within the European Monetary System (EMS), continue monetary and credit controls, limit wage rises, and intensify energy-saving efforts.

Under yesterday's package, the Government is making available some FFr 2.5bn in credits promised to raise the purchas-

ing power of people who earn the national minimum wage at the end of the year, in addition to the automatic increase of 2.2 per cent which will come into effect on September 1, in line with the rise in the cost-of-living index.

M. Barre is accused of having failed to meet his three-year deadline for restoring France's economic health. High inflation and rising unemployment are the main causes of the discontent. The Prime Minister replied to some of these criticisms yesterday, when he emphasised that, not only was the current payments balance still in surplus, despite the successive oil price rises, but industrial production was at a relatively high level, and real disposable incomes had risen by nearly 2 per cent over the past 12 months.

The social measures include one-off increases in the special social security payments to low-income families at the beginning of the school year, and additional pension bonuses.

The Government has also promised to raise the purchas-

ing power of people who earn the national minimum wage at the end of the year, in addition to the automatic increase of 2.2 per cent which will come into effect on September 1, in line with the rise in the cost-of-living index.

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W. German
£73m aid
plan for
S-E Asia

By JONATHAN CARR in Bonn

THE WEST GERMAN Government has approved a programme to aid refugees—in particular from South-East Asia—which could involve expenditure of up to DM 300m (£73m) by the end of next year.

Details were announced yesterday by Herr Gerhard Baum, the Interior Minister, who has just returned from a visit to South-East Asia.

He described the plight of refugees there both as a "human tragedy of the first order and as one of the world's most complex political problems."

The West German measures are designed to help refugees on the spot, to transport them to West Germany and to integrate them as quickly and with as little red tape as possible.

A total of DM 52m (£12.7m) has already been made available this year from federal funds for food and medical aid, participation in the UN Indo-China refugee programme, and help in chartering a West German Red Cross vessel.

Such steps will be continued next year, along with intensified domestic measures to help the refugees once they arrive, including language courses, professional training and social aid.

The Leander—the provincial states—have already agreed to take up to 13,000 refugees. The Federal Government now expects that with the extra funds promised, this number will rise.

Initially, West Germany did not appear to act as quickly on the South-East Asian problem as some other Western countries, such as France and the United States. But in the last month or two efforts have been increased markedly, not simply at Government level but through private appeals in the Press and elsewhere.

But it warns that policy changes will have to be "extremely cautious" because of high inflation and the risk that the payments situation will suffer in this year's much less favourable international environment.

The Report, completed at the time of the Mota Pinto Government's resignation in June and preceding the latest oil price increases, offers little hope of immediate improvement in Portugal's economic outlook.

It forecasts a continued slowdown in activity, more unem-

Portugal to resume talks for \$50m IMF credit

BY JIMMY BURNS IN LISBON

THE PORTUGUESE Government is understood to have fixed a date for the resumption of negotiations with the International Monetary Fund (IMF) for a new \$50m standby credit.

An IMF team, led by M. Patrick Fontenay, will arrive in Lisbon on September 10 for two weeks of talks. A formal letter of intent for the loan could be signed in October.

But Portuguese officials stress that both sides may opt for a postponement of the letter's signature until next year for political reasons.

The letter, if signed, would cover the period between January 1980, and January 1981. The present caretaker Government doubts whether it is entitled to impose strict guidelines for a new stabilisation programme, especially as by the beginning of next year Portugal will almost certainly be under a new government.

The country's previous standby agreement ran out in March, and since then efforts to negotiate a new one have been held up by a succession of Government crises.

Meanwhile, Professor Antonio



Professor Antonio Sousa Franco... forecasting larger budget deficit

Sousa Franco, the Finance Minister, said yesterday that he had raised the official budget deficit forecast for the year by Es 20bn (£180m). The deficit

now stands at Es 121bn (about 12 per cent of GNP). This is Es 10bn below the Bank of Portugal's estimate and may turn out to be on the optimistic side.

Prof. Sousa Franco said he did not foresee substantial growth in current receipts in 1979 and had therefore asked parliamentary permission to raise the Government's domestic borrowing requirements.

Previous budgetary projections made by the non-party government of Dr. Carlos Mota Pinto were off target, he said. Increases in spending allocations were now needed in areas like education, health and subsidies to public enterprises.

He admitted that the budget deficit "was the weakest point of the Portuguese financial situation."

The minister was hopeful, however, that the IMF would take into account the improvement in Portugal's balance of payments deficit. He confirmed that the Government would soon raise certain administered prices in order to aid the financial situation of public enterprises.

Caution needed in expansion of economy, OECD report warns

BY DAVID WHITE IN PARIS

PORUGAL SHOULD be able to make some moves towards a more expansionary economic policy following its success in improving its balance of payments last year, the Organisation for Economic Co-operation and Development (OECD) says in its annual report on the country.

Under the agreement, the central bank is purchasing outstanding convertible Turkish lira deposits which were previously debts of commercial Turkish banks, and exchanging them for new central bank obligations denominated in Deutsche Marks, Swiss francs and dollars.

The West German cost of living index was unchanged this month from July, giving a 4.8 per cent rise over August last year, according to provisional Federal Statistics Office figures, Reuter reports from Wiesbaden.

It forecasts a continued slowdown in activity, more unem-

ployment, a current external deficit at least as large as the \$7.7bn in 1978 and an inflation rate exceeding that year's 22.6 per cent.

Household consumption is expected to increase very little, while capital formation will be affected by Portugal's restrictive monetary policy. Gross domestic product might grow by about 2 per cent.

The budget deficit, which the

Pintasigo Government has revised upwards by almost a quarter to about \$2.6bn for this year, is a major source of concern for OECD.

Sharp increases in public spending have been largely taken up by subsidies and transfers which have done little to boost productive potential, it says.

OECD backs the stated intention of the Portuguese authorities to reduce the rate of escudo devaluation, a big factor in the

foreign burden, it says.

In the medium term, Portugal

needs to stem inflationary pressures, increase productivity and improve the efficiency of management in many sectors if it is to achieve high growth rates for output and employment.

The quality of public administration also requires substantial improvement to prepare and carry out a medium-term economic programme, OECD says.

Security chief flies to Sardinia

BY PAUL BETTS IN ROME

THE HEAD of Italian security and anti-terrorist forces, General Carlo Alberto Dalla Chiesa, has flown to the island of Sardinia in the wake of the alarming increase in kidnapping there during the past two weeks.

Up to ten people, including Mr. Rolf Schild, a British businessman, and his wife and 14-year-old daughter, are now thought to be held by kidnappers on the island. The latest victims were two well-known Italian singers, Fabrizio de André and Dori Ghezzi, who have disappeared from their farmhouse on the island.

This latest rash of kidnap-

pings has caused a major controversy over general security on the island, which has become a major tourist centre in the past decade and has a number of luxury resorts. There are fears that the lucrative tourist industry on the island, which is one of the poorest regions of Italy, could be severely hit by the sudden upsurge in criminal activity.

The kidnappings of the past few days suggest the existence of well-organised networks specialising in this type of crime. In some cases, kidnappers have seized their victims in broad daylight, and in one

instance two children were abducting in front of their parents.

Moreover, ransom demands have steadily increased and are now reportedly to average between £2bn and £5bn. However, there appear to have been no ransom demands so far for the 10 missing people.

During the past 48 hours, police in Sardinia have been augmented by units from the mainland to scour isolated areas.

But the only clues so far to the latest crisis have come with the discovery of the cars of the British family and of the two Italian singers.



General Carlo Alberto Dalla Chiesa

Intercontinental to close Istanbul hotel

BY DAVID LASCELLES IN NEW YORK

THE LARGE U.S. hotel operator, Intercontinental Hotels, announced yesterday that it would terminate its lease on a hotel in Istanbul in October, blaming "serious restrictions" imposed on its operations there.

Mr. Paul Sheehan, the chairman, described the step as unfortunate, but said circumstances had made it "impossible to continue operation of the hotel."

The company would not elaborate on the circumstances that had prompted its decision. However, the hotel has been strike-bound since June and is now closed. Reports from Turkey also suggest that Intercontinental has been subjected to unacceptable pressures from the lessors.

Our foreign staff adds: The Turkish central bank this week signed in London and Zurich

an agreement with over 250 banks covering the restructuring of some \$2.2bn in short-term liabilities.

Under the agreement, the central bank is purchasing outstanding convertible Turkish lira deposits which were previously debts of commercial Turkish banks, and exchanging them for new central bank obligations denominated in Deutsche Marks, Swiss francs and dollars.

Cost of living rises 4.9% in August

The West German cost of living index was unchanged this month from July, giving a 4.8 per cent rise over August last year, according to provisional Federal Statistics Office figures, Reuter reports from Wiesbaden.

It forecasts a continued slowdown in activity, more unem-

The twin-cam engine is very willing to provide the performance which the car's pedigree cries out for. Its noise level goes up with speed, but all the noises are healthy mechanical ones, and the overall level is still quite subdued. Road noise is very low, and the suspension is firm without being harsh. It handles beautifully and the car simply begs to be driven hard and quickly.

There are one or two snags: when I tested the car the brakes were good to begin with but they tended to fade rather quickly. And while the Alfetta is a neat and compact car, the turning circle is disappointingly large. In the wet, the wipers seemed to keep the passenger's side of the windscreens clearer than the driver's—perhaps a consequence of the original design being for left-hand drive. However, these points apart, the Alfetta is a super car, immensely enjoyable to drive, and well worthy of the honoured Alfa name. So long as makers with this kind of experience go on producing cars with this kind of character, then we'll still be able to enjoy sports-car driving, even when the traditional sports car itself finally fades into the past.

Stirling Moss

WORLD TRADE NEWS

China shows interest in new Boeing airliner

BY PAUL BETTS IN ROME

CHINA IS understood to be in the process of ordering three Boeing 747 long-haul aircraft and an option for two more. The three 747SPs are scheduled to be delivered within 1980.

If the options for the other two are confirmed, these are expected to be delivered in 1981. Six years ago, Boeing supplied Peking with ten Boeing 707 aircraft.

Collaboration in the Boeing project has considerably enhanced Aeritalia's future prospects. A team of Aeritalia technicians has been working on the programme at Seattle and is now expected to return to Italy where a special technical division for the Boeing project will be set up at Pomigliano d'Arco, near Naples.

Aeritalia also plans to open a new plant at Foggia employing some 1,000 people for the Italian end of the Boeing programme.

The latest deal would not be the first China has made with Boeing, according to Italian aerospace officials. At the end of last year China placed an

order for three Boeing 747s with a contract value of \$135m and has taken options on an additional five aircraft.

Deliveries of the two firm orders will be in 1980 and late 1981. The first will be a version capable of carrying a mixed load of passengers and cargo on the main deck.

Lockheed has proposed the sale of two modified types of L-1011 Tristars to All Nippon Airways in order to meet the airline's requirement for equipment that would take off from short runways of 6,000 feet. Reuter reports from Burbank, All Nippon plans to buy 30 new aircraft from a list proposed by Lockheed, Boeing and the European Airbus consortium. It postponed its selection because Lockheed proposed two new SF. or short field, aircraft.

No U.S. credit seen till 1980

BY DAVID BUCHAN IN WASHINGTON

CONGRESSIONAL action to approve the new U.S.-China trade agreement and to raise the U.S. Export-Import Bank's ceiling on new loans and guarantees will be needed if the Carter Administration's promise to give U.S. exporters to China \$20m in credit over the next 2-5 years is to become a reality, officials said here yesterday.

Eximbank officials said yesterday that, though they had received from U.S. companies inquiries well in excess of \$20m already, the bank was unlikely to grant any loans or guarantees before next year.

A necessary first step was a waiver by President Carter of the Jackson-Vanik Trade

Amendment which bars credit to countries that restrict free emigration. Though there is little doubt that China's policies on emigration would pass muster on this score, Mr. Carter is not expected to waive this amendment for China until Congress approves the new framework trade agreement, signed in Peking last month.

In the new fiscal year beginning on October 1, the ceiling on new Eximbank loans has been raised to \$4.1bn. But bank officials said yesterday that this would have to be raised further by Congress, if substantial credits to China are granted.

One last snag still to be resolved with the Peking Government is the Eximbank claim for the repayment of \$26m on loans made to pre-revolutionary China in 1946, and a similar amount owing in unpaid interest on these.

AP-DJ adds: The U.S. Export-Import Bank said it will begin reviewing the environmental impact of its major direct credits to foreign borrowers, starting with loan applications received on and after next Tuesday.

But the U.S. agency made it clear that its environmental review process will interfere as little as possible with the efforts of U.S. companies to sell their products abroad.

£5.4m UK loan for Egypt

FINANCIAL TIMES REPORTER

MORGAN GREENFIELD has signed a financial agreement with the British and Egyptian Governments.

The loan will help finance the £7.1m contract recently awarded by the authority to GEC High Voltage Switchgear for the supply of equipment for eight 66/11 KV substations and four extension substations. The remaining £1.7m will be

financed by a bilateral aid agreement between the British and Egyptian Governments.

• National Westminster Bank has signed a £5m line of credit with Ceskoslovenska Obchodni Banka to enable buyers in Czechoslovakia to place orders in the UK for capital goods and associated services.

The loan is guaranteed by the Export Credits Guarantee Department and is available for contracts of £20,000 or more up to a maximum value of £1m.

Jordan ready for expanded trade role

By Anthony McDermott

JORDAN IS well-equipped to become a regional manufacturing centre, according to Crown Prince Hassan, addressing the Middle East Association in London.

In spite of Jordan's restricted natural resources—phosphates are the major export—it should become the hub of a combination of an inflow of capital, the local, relatively sophisticated administrative and managerial labour force, and the transfer of advanced technology.

Prince Hassan emphasised that Jordan had no desire or intention of becoming the replacement for Beirut as the regional services centre. He pointed out that because of the comparative local political stability and the restructuring of the banking system, Arab capital had been flowing in.

In addition, another of Jordan's natural resources was its manpower. It was in such demand that out of a population currently about 3m, some 250,000 had been working in the Gulf over the past decade.

Attracted by conditions in Jordan, and because of a lower level of economic activity in the Gulf, many were returning.

Furthermore, the country's industrial base was being expanded—about 4,000 licences had been issued through the Industrial Bank of Jordan, many of which were joint ventures with foreign companies. The problem was that too much was being concentrated around Amman, the capital in the north, and Aqaba, the sole port, in the south, but the Prince was satisfied that in future these areas would have the basic infrastructure to cope.

Rami G. Khouri, writer from Amman: The Jordanian Ministry of Tourism is going ahead with long-mooted plans to build a new hotel at Aqaba which will include a large public beach complex.

Calls have come out this week for prequalification bids from international consultants interested in designing the hotel project. The actual size of the hotel was not specified, but Tourism Ministry officials said it would be in the 150- to 200-room range.

The consulting contract is expected to be awarded by the end of this year, with the contracting tender to be issued by the middle of next year, the officials told the Financial Times.

Joint UK bid for India steelworks

BY ROY HODSON

AN ALL-BRITISH bid for the design and construction of a £1bn integrated steelworks on a coastal site in India will be put to the Indian Government by Davy International and the British Steel Corporation.

The key factor that has persuaded the two groups to join forces is the understanding that the Indians would prefer to receive a proposal from a wholly-British consortium.

Davy and British Steel believe that by acting jointly, and with the backing of attractive Government-supported credit facilities,

they can win the contract in the face of fierce international competition from almost every country in the steel plant business.

The express Indian wish for an all-British bid has caused both Davy and British Steel to drop their original plans. Unknown to each other they had submitted separate schemes for a coastal works. British Steel had proposed that its international division design and supervise the construction of a plant with an initial capacity of 1.4m tonnes of steel a year which

later might be expanded to 2.4m tonnes a year.

Davy was participating with other west European plant manufacturers in a bid to build a 1.3m tonnes a year plant which would eventually be developed to 3m tonnes.

Sir John Buckley, chairman of Davy International, said yesterday that the reception of a joint British Steel—Davy bid would depend largely upon the prevailing Indian situation.

Davy is exploring steel plant construction opportuni-

ties throughout the developing world and in addition to India is talking to the governments of Mexico, Venezuela, Brazil, Argentina, and South Korea. British Steel is developing its international division and has collaborated with Davy on several projects including a plant now under construction in Venezuela.

India is finding that her present integrated steel plants, built with British, West European and Russian help, are not adequate to meet her domestic steel needs.

INVESTMENT IN BRAZIL

Japanese seek preferential terms

BY DIANA SMITH IN BRASILIA

THE JAPANESE GOVERNMENT wants preferential treatment for Japanese investors in Brazil. It has also implied that the lifting of Brazilian import restrictions, imposed on all "non-essential goods," would be the best way to expand and balance two-way trade.

This transpired after meetings between members of the Japanese Cabinet and their Brazilian counterparts in Brasilia earlier this month, which examined the state of relationships between the two countries, and how best to improve what are held to be amiable and productive ties.

Mr. Sunao Sonoda, Foreign Affairs Minister, Mr. Masumi Tsakai, Industry and Foreign Trade Minister, Mr. Michio Watanabe, Agriculture Minister, Mr. Kinji Moriyama, Transport Minister, and Mr. Takehiro Saganai, Deputy Treasury Minister for Foreign Affairs, and 35 officials attended this second meeting of the Bilateral Ministerial Consultative Committee set up in Tokyo in 1976.

The key points were trade, \$591m in Japan's favour in 1978, with Japanese exports of \$1.241bn and \$99m in its favour during the first five months of 1979. Also investment, where according to Brazilian statistics, Japan has \$1.4bn invested here, according to Japanese figures, \$2.3bn. The progress of joint projects, shared by Vale do Rio Doce and Nippon pulp producers, for export to Japan; the Nibrasco iron ore pellets venture in Tubarão, co-operated by Vale do Rio Doce and Japanese steel manufacturers; Ishibras (Ishikawajima of Brazil), which builds bulk carriers in Rio de Janeiro for Petrobras, the oil monopoly; and Vale do Rio Doce and Usiminas, arguably Brazil's most efficient existing steelworks, run by the state with expert advice and training from Nippon Steel.

Co-operation is vital to both countries. Brazil hungers for rapid development, foreign capital and technology, and

These ventures and direct investment made Japan the third largest foreign investor in Brazil after the U.S. and West

Germany. Brazil is now the third largest recipient of Japanese investment after the U.S. and Indonesia (9 per cent of all Japan's investment abroad). Brazil takes 50 per cent of Japan's investment in Latin America.

Japanese financing accounts for 8 per cent of the total \$483m Brazilian foreign debt.

The Japanese request for particularly favourable treatment for its investors comes at a delicate moment. Gradually, the Brazilian authorities have moved from their former open arms policy towards foreign investment to a cautious system of checks and balances designed to increase Brazilian participation in industrial production and encourage full transfer of technology to Brazilian companies.

A cooling of private foreign borrowing, through recent restrictions on Cruzeiro conversions of foreign private loans, has made borrowing abroad so expensive that a number of foreign concerns are taking loans locally.

As industry has gathered strength and efficiency, the nationalistic mood among business men has grown, and several large Brazilian groups are pressing for even more stringent controls on foreign concerns.

The Government tries to achieve a balance, offering what it considers reasonable conditions compatible with national interests. A 4 per cent annual remittance of profits and dividends is allowed; double taxation agreements are honoured; 50 per cent relief on the 25 per cent income-tax rate on payment of interest and commissions on foreign loans is given.

It is the current restrictions that appear to trouble the Japanese. According to Mr. Masumi Tsakai there are chances of expanding Japanese investment in Brazil in the long run. But, he said after the two-day meeting: "We hope that Brazil will make a special effort to create favourable conditions for activities of Japanese companies here."

At present a foreign company wishing to do business in Brazil must take a majority Brazilian partner, and agree to full technology transfers.

There is some doubt that Brazil will yield to Japan's request for preferential treatment, despite the weight of Japanese economic ties.

The national mood has grown even more introspective as the full impact of the oil crisis begins to make itself felt, and even more insistence in business circles that relationships with foreign enterprises be partnerships, not concessions to outside demands.

The meeting and subsequent contacts between the Japanese and the Brazilians yielded several possible areas of co-operation. These include joint working of the huge Carajás iron ore reserves in the Amazon owned by Companhia Vale do Rio Doce and Japanese co-operation in building a "soya railway" from the far south to the coast.

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UK NEWS

Chemical group chief resigns

Renault expands UK service and dealers

BY LISA WOOD

MR ERNEST TYERMAN, chief executive and deputy chairman of Croda International, is leaving the company "to seek alternative employment" according to a statement from the group yesterday.

Mr. Tyerman has been with the UK-based chemicals group for over 30 years. He began his career as a trained sales representative and became chief executive in 1973. This spring he was made deputy chairman in charge of the group's overseas division but it is believed he was not happy in his new post.

Writ for shipbuilders

Smith's Dock Company, part of the State-owned British Shipbuilders, is to be sued by Ellerman Lines and the R. B. Leasing Company for the return of over £7m which was paid as pre-delivery instalments for a ship Ellerman said in February had technical faults.

Radio 'radiation'

Routine broadcasts on a high frequency radio set in the Israeli Embassy are the likely cause of the "radiation" which caused last Friday's evacuation of a fire station in Kensington, according to the National Radiological Protection Board called in to assist Greater London Council scientists.

Car ferry to end

Townsend Thoresen, the European Ferries group is to stop operating its passenger car ferry service between Felixstowe and Rotterdam at the end of next month, as a direct result of higher fuel charges.

Hydrofoil delay

The proposed hydrofoil service between London and Ostend, to be operated by P and O Ferries, is to start on February 29, up to six months later than planned.

Women prisoners

Women prisoners should be put in male prisons and Borstals so that they could be nearer their homes, says the Howard League for Penal Reform.

Young Tories' paper

The Young Conservatives are launching a monthly newspaper this Saturday to compete with Left-wing journals sold on the streets. The paper, entitled Democrat, will cost 10p with an initial print of 100,000.

Pools stakes up

Littlewoods Pools announced yesterday increases in stakes and tax paid by 10.82 per cent last season. Stakes were £202.69m and tax was £51.07m. Winnings went up 8.47 per cent to £28.21m.

Energy efficiency

The first statutory national energy efficiency standards are to be adopted in Britain by January 1981. They cover heating equipment, including central heating and steam boilers, and will be made statutory under an EC agreement.

Comprehensive report

More than 80 per cent of British secondary school children attend comprehensive schools according to government statistics. Statistics of Education, 1977, Volume 1, Schools (HMSO, £5.03).

RENAULT UK announced a new strategy yesterday to meet increasing demand for its cars. This includes doubling Renault service points and reorganising the regional network of dealers.

A traditional importer into the UK, Renault had 5.43 per cent of the market in the first seven months of this year and overtook Datsun as leading importer.

It aims to sell 93,000 cars here by the end of the year, nearly doubling the number of units sold in 1977. Last year it sold 69,627 and next year plans to sell 125,000.

Training schools

It says its dealers have full workshops and have therefore welcomed increasing service points from 70 to 150 by the end of this year.

Garages working as Renault service points can attend the company's own training schools.

Steel industries urge end to restraints on scrap exports

BY ROY HODSON

SIR KEITH JOSEPH, Industry Secretary, has received a joint proposal from the steelmakers, the iron founders, and the scrap metal industry that restraints on exports of British steel scrap should be largely abolished.

All parties concerned in drawing up the proposal agree that the British Scrap Federation—the merchants' own trade organisation—would be a suitable body to manage scrap export controls in future.

The proposal marks an unusual degree of unanimity between the British Steel Corporation, the British Independent Steel Producers Association (representing the private sector steel-makers), the Council of Ironfoundry Associations, and the British Scrap Federation.

An early response is expected from the Government. But it is by no means certain that the joint industry scheme will find favour in Whitehall.

By nominating Mr. Roy Hodson

Boast, executive vice-president of the British Scrap Federation, as the controller of the scheme, the steel and scrap industries are seeking to remove responsibility from the Department of Industry. The proposal reminds Sir Keith that he could help the Civil Service manpower reduction drive by abolishing a few jobs.

Faced with a poor home market, the scrap merchants have been pressing the industry and the Government to be allowed to sell more British steel scrap on the open world market.

The European Council of Ministers is expected to shape a new policy in the autumn governing exports of European Coal and Steel Community scrap to third countries.

It is also proposed that the export ceiling to third countries for high-grade scrap should be raised from 3,000 tonnes a month to 25,000 tonnes a month.

The reason behind proposals is the poor market for steel scrap in Britain because of

depressed demand from steelworks. Both British Steel and BISPA have acknowledged to the scrap merchants that steelworks in Britain are unlikely to be able to raise their purchases of scrap during the next few months.

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Taywood Santa Fe's contract covers project administration, engineering control, budget and cost control, planning, contract negotiations and administration, accounting, procurement and supervision of fabrications, construction, installation and the hook-up of production facilities.

The group is a British company jointly owned by Taylor Woodrow Construction and Santa Fe International Corporation, a US-based engineering, construction and drilling company.

Two key contracts for Brae oilfield

BY RAY DAFTOR, Energy Editor

PAN OCEAN, which operates the £700m Brae oilfield development project in the North Sea, has awarded two key contracts.

Matthew Hall Engineering will design the facilities for the Brae Field production platform to be installed on block 16/7 in the UK sector of the North Sea. This contract is believed to be worth between £4.5m and £5m.

Taywood Santa Fe (TSF) has been appointed project support services contractor. Neither TSL nor Pan Ocean would indicate the value of this contract, although it is known that within the Brae Field consortium it is regarded as one of the most important appointments to be made.

Matthew Hall, a British group, will provide the design and detailed engineering work for all the production and process equipment, the deck equipment structures, crew accommodation, life support utilities and other facilities—including power packages, safety systems, helicopter deck and flare boom.

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UK oil product prices 'among highest in EEC'

BY RAY DAFTER, ENERGY EDITOR

OIL REFINERIES in the UK are among the most profitable of any in Western Europe, according to a report on the oil products industry.

Also, in spite of having its own supply of North Sea crude oil, the UK is paying a higher price for its oil products (excluding tax and duties) than any of the other leading countries within the Common Market.

According to the EEC Commission, the typical price of premium petrol delivered in the UK at the end of July was \$445 per tonne (excluding tax and duties)—20.3 per cent increase over the price at the end of June. By comparison the price of premium petrol in France was \$333 a tonne, and in Italy, \$315 a tonne.

Successive British Governments have had a policy of charging consumers prices based on the full international market cost of crude oil. This has been in sharp contrast with the U.S. where a substantial proportion of domestic crude oil is sold at a price well below that charged by members of the Organisation of Petroleum Exporting Countries.

Product prices and profits in the UK have also risen partly because of the abolition of the Price Commission and partly because of a recovery in the

previously depressed oil products market, stockbrokers Fielding, Newson-Smith and Company, report.

The brokers' report on the refinery industry says that oil company profit margins have also been boosted by the recent strength of sterling.

As a result of all these factors, British refiners current margins (before tax) rose from 83 cents per barrel in the first quarter of this year to \$1.15 a barrel in the second three months. By the end of July the current margin had risen to \$2.55 a barrel—as against \$2.54 per barrel in West Germany, \$2.54 in the Netherlands, a deficit of 67 cents in Italy, a loss of 45 cents in France and a profit of \$1.36 in Belgium.

Fielding, Newson-Smith says that real currency price rises had been larger in the UK over the last two months than in any of the major markets in Western Europe.

On the basis of the experience since 1978, when a monetary guideline (target) was first adopted, the UK could provide a barometer of fluctuations in product demand. The brokers say that while it is too early to reach firm conclusions about a possible weakening in prices caused by a dampened demand, "we note with interest that some outlets have already slightly reduced prices and planned further price increases by some of the major oil companies have been scrapped."

WESTERN EUROPE OIL PRODUCT PRICES, DELIVERED INLAND (Excluding tax and duties) (Dollar per tonne)						
	Premium petrol	Light heating oil	Fuel oil			
End June	End July	End June	End July	End June	End July	End June
Belgium	351	366	248	270	102	110
France	320	333	219	220	126	125
Italy	229	215	188	257	123	144
Netherlands	345	347	223	235	114	120
UK	370	445	264	324	125	167
W. Germany	322	368	304	322	146	147

Source: EEC Commission

Advertising by large groups is criticised

BY MAURICE SAMUELSON

BRITISH RAIL, Honda and Whitbread are among 21 companies whose advertisements are criticised by the Advertising Standards Authority in its latest survey of consumers' complaints.

Details of the complaints coincide with the authority's decision to be more circumspect in saying whether it regards breaches of the Code of Advertising Practice as serious or not.

In the past it had been reluctant to record a "complaint upheld" decision because that seemed too harsh. In future, it will uphold complaints where any breach has occurred, clarifying whether or not it is considered serious.

The complaint upheld against the British Railways Board referred to the statements: "On most early morning trains, you can pop into the restaurant car for breakfast," and "on many trains you can have lunch... in the evening you can have a very pleasant, relaxing dinner."

From experience, the complainants had found that eating facilities were available on very few trains. British Rail had confirmed that there would be no further advertisements for the restaurant-buffet services until they had been extended.

The Honda (UK) advertisement against which a complaint was upheld was for the Honda CB 125T motor-cycle, with the headline "Take off and fly at 12,000."

It said the model looked and handled "like a racer" and "can keep you zooming along the highway at the legal limit with plenty of speed in hand."

That was criticised as placing undue emphasis on speed at the expense of safety and might encourage defiance of the law.

The authority upheld the complaint, particularly as the small machine question was likely to be bought by younger people, and the advertisers agreed to modify future slogans.

The Whitbread advertisement was a poster for Trophy bitter with the headline "body building," and which included an illustration of the product being poured into a glass. The complainant considered that it purported to offer some physically strengthening property to the drinkers of the beer.

That view was shared by the authority, which said the advertisers had agreed that the claim would not be repeated in future advertisements.

A complaint that the authority preferred neither to uphold nor dismiss was made by a member of the public and a nurse in a psychiatric hospital objecting to a promotional offer on Kellogg's Rice Krispies for a waste paper container known as a "loony bin."

The concept was criticised as tasteless and degrading and likely to cause much distress. In answering the complaint, the advertiser had stated that the product had been marketed all over the country under the manufacturer's trade mark "Loony Bin" and that there had been no criticism of the brand name. They regretted that the promotion had caused offence and confirmed that the offer had been superseded.

Other companies against whom complaints were upheld included Berger Paints, Brooke Bond Oxo, Ledbrooke (Football) and Philips Industries.

Complaints against British Gas Corporation, the Electricity Council and Legal and General Assurance Society were not upheld.

Mr. Savage notes the authorities' choice of a variety of different policy instruments to control the money supply.

In particular, the Government has regarded the monetary implications of its fiscal stance as important. But less than half the variation in the change in the money supply over the period is accounted for statistically by the public-sector borrowing requirement.

The author also draws attention to "the uncertainty surrounding the magnitude, and indeed even the direction, of interest rate effects on M3."

He argues that the evidence shows that the money supply cannot be controlled at all precisely over relatively short periods of time.

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Fire damage costs rise to £34.8m

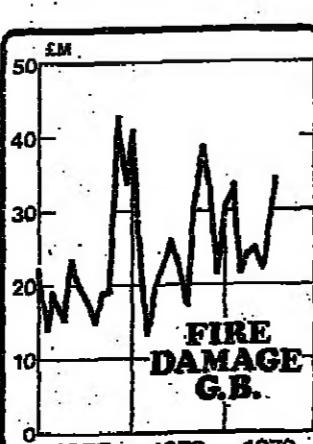
BY JOHN MOORE

A SHARP increase in the number of large fires has raised the cost of damage by £12.5m to £34.8m in July, the highest point for the year, according to the British Insurance Association.

The total was 56 per cent up on the estimated figures for June, and a similar rise over July last year, the association said yesterday.

The number of fires estimated to have cost more than £250,000 each doubled to 18. One of these, at a storage and manufacturing complex in Wigan, Lancashire, is estimated to have cost £5.7m.

Other big fires include those at a Manchester confectionery manufacturer, a Sheffield metals manufacturer, a Coventry machine tool company, a Lancashire engineering works, a bus depot at Aberdeen, a warehouse at Ashton-under-Lyne, and a Lancashire-based machinery manufacturer.



PETER RIDDELL AND DAVID FREUD EXAMINE THE NATIONAL INSTITUTE'S LATEST QUARTERLY ECONOMIC REVIEW

Governments warned against squeeze

THE GOVERNMENTS of the main industrialised countries, including the UK, are warned this morning of the dangers of worsening the deflation stemming from the latest round of oil price rises if they adopt contractionary monetary and fiscal policies.

argue that the experience of 1973-75 suggests that an oil price rise anyway reduces output. The proper response should be "one of some accommodation" rather than further action.

The review maintains that

"a straightforward way in which governments could prevent the oil price rise from having the dual effect of deflating their economies and exacerbating the wage-price spiral would be by cutting non-oil direct tax rates so as to leave the domestic price

level unchanged."

Those comments arise from the institute's view that there is a danger that reactions to the latest oil price rise will be "even less enlightened" than in 1974, since it is less likely than before that there will be general agreement not to

deflate.

The institute argues that the scale of the present crisis should not be exaggerated although "industrial countries seem to have accepted that the rise in the price of oil makes recession in 1980

inevitable. This need not be so."

It comments: "Competitive deflation or other balance-of-payments corrective policies (in response to the higher oil price) will do little more than shift the aggregate deficit around among the industrial countries while reducing total output and employment."

The institute argues that

"the appropriate response to the deflationary effect of the sharp increase in oil prices—which for the UK

is very like an increase in indirect taxation, since a good part of the increased bill for oil eventually accrues to the Government—is not to introduce even further deflation into the system."

The Government has declared that its overriding priority is to bring down the rate of inflation, and argues that, with sufficiently responsible bargaining, the rise in unemployment need not occur. It is certainly true that there is no way of bringing down the rate of inflation in

the medium term unless the rate of increase in money earnings is reduced. It is open to question whether a deflationary stance of policy will bring this about."

The institute argues that "within the framework of a medium-term strategy to reduce public expenditure, the public sector borrowing requirement, and the rate of inflation, there is nonetheless a case for greater short-term flexibility as the economic environment changes."

Winning market shares

THE DIVERSIFICATION of manufacturing activity by the biggest companies may have increased the level of competition, review.

In little more than 20 years the share of the largest companies in manufacturing output in the UK nearly doubled from 22 per cent in 1949 to 41 per cent by 1972.

Important features of this increase have been the enormous growth in the number of separate companies operated by these companies—the average number went up from 27 to 72 between 1958 and 1972—and the relative spread of their interests into practically every sector of the economy.

The article says that it has been suggested that large diversifying companies may be able to use cross-subsidisation to win large market shares at the expense of more specialised rivals.

On this view, their overall size and financial strength would allow them to undercut or outstrip rivals in the short run in order to guarantee their long-run position. Some writers have suggested that industries of low concentration may be especially vulnerable to such behaviour.

However, "we found no correlation between the level of industry concentration and the degree of penetration by large 'outside' firms. Diversifying firms were equally frequent in industries of low and high concentration."

There is some evidence from the U.S. to show that, on the whole, diversifying companies tend to encroach on the market leaders in the more heavily concentrated industries.

There is also evidence that, in the UK, entry by large companies may improve the competitive performance of manufacturing industries. "In a cross-section for 1972, we found an inverse relationship between profit margins and such entry."

Tackling rate of inflation

PRODUCTIVITY GROWTH is the main influence on the rate of increase in real earnings, according to the review, which suggests two keynotes in reducing the rate of inflation. These are:

• Whatever the absolute levels of wage and price inflation, the excess growth of money earnings over prices (or real wages) cannot, except for limited periods, differ much from the underlying growth of productivity.

• To have a significant impact on the rate of price inflation, a policy must, directly or indirectly, influence the rate of increase of money income from employment.

The trend in productivity for the UK economy in the two decades before 1973 was about 2 to 3 per cent. In the last five years it seems to have fallen and it is uncertain how it may perform in the next five or 10 years.

However, says the review, few economists think it prudent to estimate more than 3 per cent a year, and many opt for a lower figure.

It follows that whatever actual policies are adopted to counter inflation, if we wish to bring the annual rate of price increases over a period of years within the range of 3 to 5 per cent then, somehow or other, the annual rise in money earnings must be brought within the range of 4 to 8 per cent of success in restoring productivity growth. This is inescapable.

The long lags before cuts in money wage increases are connected with a reduction in unemployment and higher real incomes making it difficult to persuade negotiators that in the long run they will be better off with small rather than large increases in money earnings. This fact is an obstacle to any attempt to reduce the rate of inflation, whether by wage and price controls or by fixing money supply targets.

Little further output expected without changes in policy

VERY LITTLE further rise in output in the UK economy is likely up to the end of next year on present policies, according to the institute's forecasts. Unemployment is likely to increase.

The institute says, is partly the result of the Government's contractionary policy.

In its view, the short-term prospects for the UK economy have worsened markedly since the last quarterly review at the end of May.

For instance, the institute has expected a rise in output, as measured by real gross domestic product, of 1.6 per cent this year and of 2.1 per cent in 1980. The projections are now for rises of only 0.5 per cent in each year.

In May, the institute projected a current-account surplus of £1.9bn this year and of £2.3bn in 1980. But it is now estimated that there will be a deficit of £1.7bn this year and of £400m in 1980.

The difference is explained partly by the unexpectedly high level of sterling and partly by the effects of the June Budget (although some of the changes were allowed for in the May forecasts).

The main impact of the Budget arises from the rise in value-added tax and the cuts in income tax rates.

The institute points out that

the main assumptions are that the effective value of sterling, as measured by the trade-weighted index, will stay at 71 (December 1971=100), near the July average, and that average earnings will increase at a rate of about 15 per cent through the period (excluding the impact of comparability awards).

On that basis, consumer price inflation is expected to average 12.5 per cent this year (16.1 per cent during the year) and 14 per cent in 1980 (about 11.1 per cent during the year).

As a result, real personal disposable income is forecast to rise by slightly more than 4 per cent this year and by nearly 3 per cent next year.

The review notes that "one of the worrying aspects of the current policy of setting a nominal public sector borrowing target is the extent to which the Government may respond to any automatic increase in borrowing induced by recession by still further cuts in public expenditure. Such a response would be destabilising and succeed only in deepening the recession."

The institute also "is inclined to think that the incentive effects (of the Budget changes) for the bulk of taxpayers who pay the standard rates at the margin are not likely to be great either way.

If there are to be large incentive effects, they will be found among those paying taxes at the higher rates."

The main assumptions are that the effective value of sterling, as measured by the trade-weighted index, will stay at 71 (December 1971=100), near the July average, and that average earnings will increase at a rate of about 15 per cent through

Management Information Systems Development

Probably under 30

It is as a result of significant recent growth in its various international operations, that our client, currently earning profits approaching £40 million, has asked us to fill a newly-created appointment to be based in Central London.

The main objectives are threefold: firstly, to improve both the methods of transmission and the relevance of the management information package; secondly, to develop the comprehensiveness of that package; and thirdly, to ensure that the senior executives

interested candidates should send a full c.v., clearly stating contact telephone numbers, to Peter Wilson, F.C.A., Management Appointments Limited (Recruitment Consultants), Albemarle House, 1 Albemarle Street, London W1. Tel: 01-499 4879.

Management Appointments Limited

Charles Barker Confidential Reply Service

Please send full career details and list separately companies to which we should not forward your reply. Write the reference number on the envelope and post to our London office, 30 Farringdon Street, London EC4A 4EA.

Our Client, a major International group, with headquarters in Middlesex, is amongst the world's leaders in a high technology industry, and possesses a reputation for professional management using modern accounting techniques. These vacancies offer excellent opportunities for qualified accountants to develop within such an environment.

Management Accountant c£8,500

This post carries responsibility for the accounting function of a subsidiary company involved in office machinery. Reporting to the group accountant and in regular contact with senior management, the successful candidate will manage a department producing monthly management reports, statutory accounts, operating budgets and forecasts. In addition, there will be involvement in the design and implementation of new systems. While computer experience would be an advantage, ambition, self motivation and the ability to work to stringent deadlines are essential.

Management Accountant-Manufacturing c£8,500

With the expansion of manufacturing in the chemical and allied industry our Client is also seeking a management/cost accountant who has in-depth knowledge and experience of costing systems including computerised applications. Main responsibilities are to advise on, co-ordinate and develop product costing systems for existing and new production sites throughout the U.K. As well as preparation of production management information, this post involves production of manufacturing budgets and reporting on trading activities. A flexible and forward looking approach is essential.

The benefits package is of the standard expected from a major company and includes generous relocation expenses. The posts are open to both men and women.

Reference 1575

£6,000 accountancy appointments £9,000

These advertisements appeared in the Financial Times on 28th August, 1979

Job Title	Salary	Location	Advertiser
New Business Development	£8,000	neg	Personnel Resources
Financial Controller	£9,000	South Essex	Personnel Resources
Accountant	£7,000	—	Box A.6881
Newly Qualified Accountants	+ Mortgage Sub	City	Central Trustee Savings Bank
Group Assistant Accountant	£8,000	Watford	Godfrey Davis Ltd
Accountant	+ Car	Surrey	IPS Group

For the full text of the advertisement please see the Financial Times of that date or telephone Sally Stanley on 01-248 5597.

Chief Accountant

CAPITAL GOODS MANUFACTURE

c£10,000 pa + car

Our client is an international leader in its specialised medium sized capital machinery manufacturing business. It has plans to double its turnover in real terms in the next few years because of new products about to be launched. It wishes to recruit a Chief Accountant to run its Administration, Accounting and Management Reporting Systems, some of which are computerised and all making an effective contribution to management.

We are looking for a qualified Accountant with industrial experience since qualifying, ideally in the capital goods industry, and probably not under age 35, with the maturity to contribute in the general management of the business. The potential for the position in this expanding company in the North West is excellent.

Apply for an application form, quoting ref. C.230C, to: ERP International Recruitment Limited, Clemence House, St. Werburgh Street, Chester CH1 2DY. Telephone 0244-317886 (ansafone after 5.00 pm). Offices in London, Chester, Jeddah, Amsterdam, Brussels, Milan and Paris.



Computer/Business Graduate For International Corporate Planning

£8-10,000 + Bonus

Our client is a major U.K. public company with extensive international operations and sales in excess of £1 billion.

The Corporate Planning function, which answers directly to the Main Board, plays a vital part in the establishment and achievement of business and financial objectives, and uses sophisticated time-sharing computer facilities with access by both U.K. and overseas operating units.

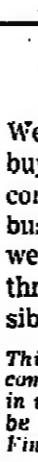
Following a promotion to an overseas associate, we

interested candidates should send a full c.v., clearly stating contact telephone numbers, to Peter Wilson, F.C.A., Management Appointments Limited (Recruitment Consultants), Albemarle House, 1 Albemarle Street, London W1. Tel: 01-499 4879.

Management Appointments Limited

have been retained to recruit a graduate, probably around 30, with in-depth computer modelling experience and a training, preferably with commercial experience, in business and financial analysis.

The main purpose of the appointment, which is based at Group headquarters in Central London, is to continue the development of the application of computer modelling to long term planning, and to adapt the systems to the different requirements of the operating units.



HANDBAG AND LUGGAGE BUYER

We wish to recruit a person experienced in the buying of handbags and luggage who will be completely responsible for this area of our business. The successful applicant should have well-established contacts with manufacturers throughout the Far East and will also be responsible for marketing to outlets in the U.K.

This is an executive position and the rewards will be commensurate with responsibility involved. Applications in writing should give details of all relevant experience and be addressed to the Managing Director, Box A.6882, Financial Times, 10, Cannon Street, EC4P 4BY.

Senior Analyst

To join our European Headquarter Management Information Systems staff, located on the door step of Munich, Germany.

As Senior Analyst, the successful candidate will be responsible for the introduction and expansion of information systems in the financial and marketing areas, to support our fast growing European operation. These will be implemented on our own leading edge hardware and latest software and communications technology.

To qualify for this challenging position the candidate must have 5 years of direct systems analysis and design experience and a working knowledge of financial, control and reporting systems. Good communications ability is required since this position interfaces directly with senior management levels.

The salary offered will be commensurate with the responsibility of the position. Excellent advancement opportunity is provided.

Applications in writing to:

Adelheid Bartels, Personnel Manager,
National Semiconductor GmbH,
8080 Fuerstenfeldbruck, Industriestrasse 10, West Germany.



Chartered Accountant

Stockbroking - Bristol

Stock Beech and Co are a leading firm of Stockbrokers with offices in Bristol, Birmingham and London. An opportunity has arisen for a Chartered Accountant to play a key role initially in the financial control of the company.

The man or woman appointed is likely to be a Chartered Accountant, ideally under 30 years of age, with previous experience of running stockbrokers accounts. The position will appeal to someone who is looking for a move offering wide ranging responsibilities and prospects for further advancement.

Starting salary is negotiable and there is a non-contributory pension scheme in operation.

Please write with full details to: J. P. French,
Stock Beech & Co, The Bristol and West Building,
Broad Quay, Bristol BS1 4DD.

Stock Beech & Co

Members of the Stock Exchange

INVESTMENT ANALYSTS

Barclays Bank has vacancies for Investment Analysts to help with the management of their Pension Fund. The successful candidates will join a team of Equity Investment Analysts with opportunities in both the U.K. and Overseas fields.

Candidates are expected to be in their mid-twenties, to have a degree or professional qualification, and to have had two years' practical experience in investment or a related field.

The salary will depend upon previous experience but will not be less than £7,700 p.a. (including London Allowance and London Salary Supplement).

The usual Bank benefits will also apply, including a non-contributory pension scheme, profit sharing scheme and annual bonus.

Applications, including brief career details, should be sent to:

Mr. G. E. Hall,
Investment Manager,
Barclays Bank Limited,
54 Lombard Street,
London EC3P 3AH.

BARCLAYS

TECHNICAL SALES MANAGER

required by overseas company with head office, six branches specialising in the sale of plain copying and photocopier machines and supplies, litho-offset printing machines and soil testing equipment.

Age group 25 to 35.

Must have proven qualities of leadership, sales flair, and organisational ability, drive and an infinite capacity for hard work.

Will be responsible for all aspects of marketing including preparation of sales records, budgets, costing, indenting, stock and credit control, training and programming of sales representatives and customer dealing.

Starting salary equivalent £15,000 reviewed annually, supplemented by annual bonus of up to 20% of salary. Reasonable taxation. Home remittances permitted. fringe benefits include fully furnished accommodation, regular home leave with full pay, allowances for children's education in the U.K. and holiday travel.

Apply to
MESSRS. READS, DRURY & CO. (C/I)
Leith House, 47 Graham Street
London EC2V 7ET.

PICTURE SPECIALIST

FOR INTERNATIONAL FINE ART AUCTIONEERS

Based in London.

An experienced cataloguer and valuer is required with extensive knowledge of paintings. The successful candidate will be responsible for running the Picture Department and must therefore be competent to deal with clients and also cope with administrative matters. Previous experience is desirable, but not essential. A certain amount of travel in the U.K. and abroad will be necessary.

This position offers excellent opportunities and a salary commensurate with the responsibilities involved.

Candidates should apply in writing with a Curriculum Vitae to Box No. A.6883, Financial Times, 10, Cannon Street, EC4P 4BY.

Adelaide

INDEPENDENT TELEVISION
ITCA
GENERAL SECRETARY

The Independent Television Companies Association requires a successor for the General Secretary who is due to retire in April 1980.

The Association is a service organisation. Its main function is to provide a forum for discussion and a channel for joint action by the Companies on matters of common concern. The General Secretary is the chief officer of the Association responsible to the Council of ITCA for its administration.

The work of the Association embraces Programme Planning, Labour Relations and Advertising Copy Clearance, for all of which there are individual secretaries. There is a staff of 80.

The post calls for a man or woman with proven administrative ability and skill in initiating and co-ordinating projects and in implementing policy decisions made by Council. The work is varied and demanding and involves regular consultation within and outside the industry. The General Secretary needs to be able to interpret the collective views of the 16 Companies, draft policy papers, select and train staff as necessary, control expenditure and ensure that the Association meets the demands placed upon it.

Salary not less than £16,000 per annum commensurate with ability and experience; company car and contributory pension scheme.

Applications in writing with typed c.v., giving details of education, experience and current salary, should be sent to:

The Chairman of Council (GS)
 Independent Television Companies Association Ltd.
 Kingstone House, 52-66 Mortimer Street
 London W1N 8AN
 marked "Personal & Confidential."

**Loan
 Syndications**

A prime International Merchant Bank is expanding its business in this field and, as a consequence, now requires a resourceful banker to join a small team as an Assistant Syndication Manager.

Applicants are invited from suitably qualified executives, aged 27 to 32, with a sound general banking background and extensive experience of wholesale corporate lending, both international and domestic markets. A knowledge of syndication lending is desirable.

The working atmosphere is one of efficient but informal decision making with much reliance placed on personal initiative. It is vital, therefore, that you are ambitious, with proven ability in executing transactions.

A competitive salary will be offered which, together with the usual range of substantial banking benefits, will be attractive to executives of high calibre.

Please write in confidence giving details of experience, qualifications, age and salary to Position Number BSL 7461, Austin Knight Limited, London W1A 1DS.

Applications are forwarded to the client concerned, therefore companies in which you are not interested should be listed in a covering letter to the Position Number Supervisor.

AK ADVERTISING

**Top Finance/
 Administration
 Director**

Preferably with Retail Experience

A top-level vacancy has recently arisen for a FINANCE/ADMINISTRATION DIRECTOR in charge of our company's planning, internal administration and systems analysis. Applications are welcomed from candidates with relevant experience and a proven track record in all these fields. Experience of the retail trade would also be a definite advantage. This is an important and demanding position and the salary offered is fully commensurate with its seniority (negotiable to £11,000 p.a.). The successful applicant can also expect a company car and excellent fringe benefits, including a generous company pension scheme.

Please write in confidence, giving full details of your age, qualifications, career history and salary progression to date, stating the names of any organisation to whom your letter may not be sent, to: T. G. West, Managing Director (Ref. 472), Whites Recruitment Ltd., 72 Fleet Street, London EC4Y 1JS.

FINANCE or INSURANCE

A career in either could have provided you with the right qualifications for one of the positions now open with us.

We are the market leaders in credit related insurance. We are embarking on an extensive programme of expansion to ensure that our growth of the 70's continues into the 80's.

Long-range product planning, new product introduction and regional management are areas of expansion requiring people able to work with the minimum of supervision. The ability to see opportunities, and work hard to make them successful are the hallmarks of our staff. Our expansion means that we need more people with the same attitude and capability. If you have a background of finance or insurance, are a "self starter" and looking for a position with a company acknowledged as the leader, then you should write to us.

All the posts carry a generous salary commensurate with the importance of the task, a Granda L. or similar car, all business expenses, a pension scheme and house purchase assistance.

Send full career details to:

Mr C Elswood
 Financial Assurance Company Limited
 Bovril House
 Enfield Middle

HARLOW MEYER & COMPANY
CURRENCY DEPOSIT BROKERS
FOREIGN EXCHANGE AND

requires **TRAINEES** in its dealing room — aged 17-22. Experience not necessary but lively personality and active mind essential.

Application with full background details to

The Secretary,

HARLOW MEYER & CO.

Adelphi House, London Bridge, London EC4R 9EQ

**INVESTMENT ANALYST
 ELECTRICAL SECTOR**

Age 24-32

up to £12,000

An opportunity arises in a major firm of stockbrokers for an electrical analyst. The ideal candidate, probably a graduate, will have gained his/her experience as an analyst in the electrical sector. He or she will:

- ★ Be articulate and capable of discussing investment ideas with institutional investors.
- ★ Have the intellectual ability to produce investment research material of the highest standard expected by our client.

The position offers a first-class career opportunity with a firm which is a leading name in the investment world.

**Career
 plan**
 PERSONNEL CONSULTANTS

Please apply:
 Jock Courts
 Chichester House
 Chichester, West Sussex
 London WC2A 1EG
 01-242 5775

**INTERNAL
 AUDITOR**

Due to promotion at our plant in Salford, Manchester, we now require a highly motivated man or woman as Internal Auditor.

Reporting directly to the Senior Internal Auditor in our London Head Office, your main functions will be to work closely with external auditors and assist with their audit programmes, and to complete a programme designed to ensure rotational auditing in accordance with normal company and ICA procedures.

Acting in an advisory and executive role, the job offers plenty of scope and variety, and the opportunity to undertake various ad-hoc assignments of an operational or financial/administrative nature.

We'd like you to be aged under 30, be fully qualified ACA/ACCA and have the ability to communicate effectively at all levels. Ideally you'll also have had experience of dealing with large company audits and have some knowledge of E.D.P.

Starting salary will be highly attractive and career prospects with this internationally known manufacturer of toiletries and household products are excellent.

Company benefits include pension and life assurance schemes and free dental treatment.

Manchester, the social and cultural centre of the North West, is an excellent city in which to both live and work. Housing and educational amenities are good and there are good motorway and rail links to the remainder of the UK.

Applications in writing please, to Mr. D. H. Casson, Senior Personnel Officer, Colgate-Palmolive Ltd., Ordsall Lane, Salford, Manchester M5 3ES.

Colgate Palmolive Ltd

Banking

CHIEF DEALER

Middle East

Our client is one of the major banks in the region. It now wishes to appoint a Dealer in Foreign Exchange and Currency Deposits to lead its Head Office Dealing team and report to the Foreign Exchange Manager.

Applicants should have at least five years all round dealing experience at a senior level.

An attractive salary would be negotiated, in addition to which housing, car, leave airfares, medical cover and sterling mortgage facilities would be provided. The contract would be for two years, renewable thereafter.

Please send a comprehensive career résumé, including salary history, quoting ref. 1004/FT, to W. L. Tait.



Touche Ross & Co. Management Consultants

4 London Wall Buildings,
 London, EC2M 5UJ.
 Tel: 01-588 6644.

TREASURER DESIGNATE

Middle East

A leading international bank, with its Head Office in the Middle East, requires an Assistant Treasurer.

The successful candidate will advise the General Management on the bank's policy for asset management and market operations, and monitor the implementation of this policy.

Initially, a two-year contract will be offered as Assistant Treasurer. Successful performance would lead to appointment as Treasurer.

Salary is negotiable but will be substantial. An excellent benefits package will be provided and the bank would be prepared to take over an existing U.K. mortgage.

Please send comprehensive career résumé, including salary history, quoting ref. 1003/FT, to A. R. Moore



Touche Ross & Co. Management Consultants

55 New Oxford Street,
 London, WC1A 1BX.
 Tel: 01-836 6600.

مكتبة المأتم

CsL

Peterborough

£20,000

MANAGEMENT SERVICES

Thomas Cook, the international travel and banking group and a wholly owned subsidiary of Midland Bank Limited, have decided to create a new top management appointment to plan and direct the co-ordinated worldwide use of computers, communications and related technologies geared specifically to the fulfilment of the corporate business objectives of the group. Data processing installations, which are already well established in the major countries in which the group operates, will be within the responsibility of the new appointee but the major emphasis of the role will be in respect of future strategies.

The appointee will initially report to a Group Board Director and, for the candidate with the right combination of experience, vision and personal stature, prospects of advancement are excellent. Resumes including a daytime telephone number to R. J. Robins, Executive Selection Division, Ref. NS86.

COOPERS & LYBRAND ASSOCIATES LTD.
 Management Consultants,
 Shelly House, Noble Street, London, EC2V 7DQ.

**International
 Pricing/Contract
 Evaluation**
Salary circa £14,000+car

Our client, a major £multi-million engineering group, is making a real impact in international markets through its own manufacturing facilities abroad, joint ventures, licensing agreements and sales of "know-how".

A key role needs to be assumed by a commercially aware finance man/woman of some real brilliance. The job that needs to be filled is that of International Commercial Manager, responsible for a team of regional commercial managers. This is a role which could take the holder to the highest echelons of British management.

This advertisement is addressed to a handful of true high-flyers. The specification for this job is therefore extremely tough. A Financial/Business qualification is not enough, and, for that reason, we are concentrating on the personal characteristics we will wish to evaluate. The ability to take decisions, often in the field, and live with them afterwards, is critical. As a result a highly developed business sense is called for, plus the strength of character to live with real responsibility. Verbal and communicating skills are of paramount importance, plus the intellectual strength to enable you to cope with complex issues and respond quickly to situations.

This appointment is highly confidential and no information will be passed to our client until candidates have been fully briefed.

To apply, please send a detailed curriculum vitae to Julian Cave, Universal McCann Ltd, 18 Howland Street, London W1A 1AT, quoting reference FCE/10

Universal McCann

**Investment Planning
 Analyst**

to join the investment team of Alcan Foils Limited, Wembley, a member of the international Alcan group.

Reporting to the Chief Financial Officer, the successful candidate will be involved in the costing and evaluation of capital investment proposals and projects, and the analysis and appraisal of market data. The investment team take a multi-disciplinary approach to problem solving and, therefore, the ability to work at all levels and across functional boundaries is important.

The successful candidate is likely to have a university degree or equivalent and a high degree of numeracy. Desirable attributes will include knowledge of aspects of financial analysis and/or production costing; facility in report writing and presentations; and the ability readily to establish good working relationships.

Salary will be of interest to candidates currently earning at least £6000. Excellent benefits include assistance with relocation expenses, where appropriate. In the longer term, opportunities for further career growth with Alcan Foils and the Alcan Group are significant. For further details/application form, please contact: P. J. Jeffrey, Personnel Manager Alcan Foils Limited, First Way, Wembley, Middlesex. Tel: 01-902 6011.



ALCAN FOILS

ALCAN

BUSINESS DEVELOPMENT

An International Bank is seeking a senior business developer to assume responsibility for promoting the Bank's services in Africa and parts of the Middle East. The successful candidate should have proven expertise in business development and a working knowledge of one of the above mentioned areas. Fluency in French is essential.

Age: 25/40 Salary: Five figures negotiable plus generous benefits package

SENIOR INTERNAL

FOREIGN EXCHANGE

DEALER

Required by a major North American Bank. The successful applicant should be qualified or part qualified A.C.A. Prospects for future advancement are excellent.

Age: 26/35 Salary: Circa £12,000

Credit Analysts

Department Head: three positions up to £10,000. Two years' experience. Six positions up to £7,500.

These positions are open to both male and female applicants

BSB Banking Appointments

115-117 Cannon Street, London EC4N 5AX. Telephone 01-623 7317 & 01-623 9167

Recruitment Consultants

Jonathan Wren - Banking Appointments

The personnel consultancy dealing exclusively with the banking profession.

FOREIGN EXCHANGE DEALER

The long-established London branch of a major overseas bank seeks a self-motivated dealer in his/her mid-to-late twenties to join its expanding dealing team.

Applicants should possess at least three years' experience of active dealing in a major currency. Salary will be competitive together with usual fringe benefits.

Please telephone in confidence, or write enclosing a Curriculum Vitae to DAVID GROVE

First Floor, entrance New Street, 170 Bishopsgate, London EC2M 4JX. Tel: 01-623 1266

Chief Executive Leisure Goods c. £15,000 + car - London base

Within the complex web of one of the country's largest groups, an autonomous and successful company has diversified over the years into several areas of the leisure goods industry, manufacturing, importing, marketing and merchandising. These interests have now been combined to create a geographically spread unit of some 300 people, turning over about £10 million. The task of thinking both tactically and strategically, improving financial control and motivating the management teams calls for an unusually talented chief executive. It's precisely the sort of job which can't be 'searched' for; our candidate specification is incredibly wide. One element is essential - genuine calibre; one is probable - age around 40. Then the prejudices stop. The right candidate could come from any industry sector, could have based a career on any of the business disciplines. Possibly, broad-ranging general management experience would offer an advantage, but the younger applicant who impresses us with genuine business acumen and managerial talent could well be offered a 'first command.' We realise we are inviting a massive response which will probably lead to a mammoth interview programme - but at the end of the day, very few applicants will have the real calibre we are seeking! Please write with full career details to Terry Ward, quoting reference 997/TRW.

Applications, which may be from male or female candidates, will be treated in confidence. As we promise our clients that we will move quickly, please give telephone numbers (ideally both home and work) at which we can contact you.

BROOK STREET EXECUTIVE RESOURCES LIMITED
47 Davies Street, London W1Y 2JN. Telephone 01-499 7382

The Executive Selection Company of the BROOK STREET Employment Service Group

Graduate MBA or MSc.

If you've top management potential Corning will give you the opportunity.

Corning is a multi-million pound manufacturer of glassware — 'Pyrex' being its most familiar brand name in the UK — with six operating divisions throughout the country. Recognising that its future prosperity depends on the ability and strength of its management team, Corning gives its managers every encouragement to gain wide experience and rapid promotion. We're looking for such an ambitious graduate for the post of Divisional Operations Controller. The role will bring you into sharp-end contact with a wide range of senior management. You'll be expected to provide a considerable amount of financial and management information for the Consumer Division, but it will be your flair and ability interpreting this information which will be of vital importance.

You'll need to have either a MBA or MSc in a business related subject. Experience is not essential since full training will be given. We'll be looking for you to demonstrate real ability, self-reliance, ingenuity and the ability to think clearly and logically.

If you're able to display these qualities and you have the ambition and staying power to rise into senior management then you'll be rewarded with a competitive salary, pension and life assurance schemes, comprehensive training, the opportunity of worldwide travel in the international Corning Group plus relocation expenses where appropriate.

If this is the opportunity you've been seeking, contact

David Green on Washington (0632) 466660
PER, Dewent House, Washington, Tyne & Wear

Applications are welcome
from both men and women

CORNING

ACCOUNTANT
(SURREY)
SALARY £8,000 + CAR
Age: 25-35 Ref: LT296
Our Client, a well established and rapidly growing Insurance Company, is seeking a qualified Accountant, preferably ACA, to take charge of their Internal Audit function, reporting to the Chief Accountant. Some UK travel involved.
Please telephone in confidence:
Anthony J. Ovens, M.E.C.I.,
Director,
I.P.S. GROUP
(Employment Consultants)
01-481 8111

Group Financial Assistant

c. 25 c. £8,000

Our client is a very substantial British consumer goods manufacturer, retailer and wholesaler in the UK and overseas. The opportunity arises to join the small London headquarters financial team and participate at an early age in the overall financial control of one of the leading businesses of its kind in the world.

Applications are invited from qualified accountants, in their mid 20s, preferably with some post-qualifying experience in commerce or industry. Candidates must welcome the idea of working in a small informal group, and be attracted by the client's philosophy of task sharing and job rotation.

Starting salary will be around £8,000 with excellent benefits. Central London location. Good career development prospects within this diverse organisation.

Please reply, in strict confidence, to Peter Bingham & Partners, Personnel Consultants, 9 Curzon Street, London W1Y 2FL, giving full career and personal details.

Peter Bingham & Partners

Financial Controller C. London

To £15,000 + Car

A new company has been created by a well known multi-national group who market and distribute fast moving consumer products in the UK marketplace. The turnover for the first trading year is anticipated to be in the region of £7m.

Reporting to the Director and General Manager and as the most senior financial member of the management team, the appointee will be responsible for the total accounting, secretarial and administrative functions including monthly trading accounts, budgets, involvement of foreign exchange activities, cash flow management and stock control.

On behalf of our clients, we would like to hear from ambitious commercially orientated Accountants aged 28-40 seeking a top financial management position in a high growth environment.

A Board appointment is anticipated inside 3 years.

An attractive salary and benefit package is offered which will include a company car and annual bonus.

Please apply in own handwriting giving brief career details and quoting Ref. 2603.

**Lloyd Chapman
Associates**

125 New Bond Street, London W1Y 0HR 01-499 7761

RECENTLY QUALIFIED ACCOUNTANT

P.A. TO FINANCE DIRECTOR

£10,000-£13,000 + Benefits

Nairobi

Our client is a small entrepreneurial group which has established over recent years a successful record of growth and achievement.

Activities are based in Africa although ultimately controlled from the Isle of Man. The successful candidate will spend considerable time travelling to operating locations and will be particularly involved in the development of management information and reporting systems.

Candidates will be qualified accountants aged in their mid-late 20s. They must be self-motivated and have the technical ability and personal presence to contribute effectively to the company's development.

For more detailed information and a personal history form, please contact Robin F. Taylor, B.A., C.A. or Howard Amos, B.A. quoting reference: 2522.

Douglas Llewellyn Associates Ltd.
Accountancy & Management Recruitment Consultants,
410 Strand, London WC2R 0BS Tel: 01-836 9501
121 St. Vincent Street, Glasgow G2 5HW Tel: 041-226 3101
3, Coates Place, Edinburgh EH3 7AA Tel: 031-225 7244

Finance Director

to £15,000 + car

The company, which has a turnover of around £10 million, is engaged in the engineering field and is part of a well-established British manufacturing group. It is currently seeking a Finance Director who will join the Board and take control of a department of some 20 people. He or she will be responsible for the provision of the complete range of accounting services with emphasis on management reporting systems. Candidates, ideally aged 35-45, must be qualified accountants with a successful track record in an engineering environment, preferably the metal's industry. They should have experience of planning, budgeting and the provision of accurate

costing and estimating information. A knowledge of computer-based systems is also desirable. Starting salary is negotiable in the range of £12,000-£15,000 plus car and other fringe benefits. The location is South London.

Ref. AA41 6997 FT.

Initial interviews are conducted by PA Consultants. No details are divulged to clients without prior permission. Please send brief career details or write for an application form, quoting the reference number on both your letter and envelope, and advise us if you have recently made any other applications to PA Personnel Services.

PA Personnel Services

Hyde Park House, 60a Knightsbridge, London SW1X 7LE Tel: 01-235 6060 Telex: 27874



A member of PA International

دعا من الصلح

Managing Director

Electronic Control Equipment
Midlands
Circa £20,000

This is an outstanding opportunity for a professional Manager with an engineering background to manage a successful £20m + company employing about 2,000 people.

Our client's objectives include applying state-of-the-art technology to established measurement and control systems for the electrical power engineering industry. The direction of this development programme and associated change in high volume manufacturing operations will be key achievement areas. The successful candidate will therefore need proven management skills and a strong engineering background to ensure continued profitability of this business.

The attractive salary is supported by the usual large company benefits. Male or female candidates should send their detailed curriculum vitae, quoting Ref. 278/FT.

**Wickland
Westcott**

Green Lane, Wilmslow, Cheshire,
SK9 1LH Tel: (0625) 532446 (2 lines)

International Management Audit

Aged 24-30 - Fluent English and French
London-based, £10,000+

A major American multinational is to set up a new audit function to service its world wide operations. Reporting to a young manager, the successful candidate will work in teams planning and conducting in-depth international audits to evaluate all activities for compliance with corporate thinking. Implementation of corrective action will assure full involvement in

N.P.S. Liley, Ref. 22751/FT.

Male or female candidates should telephone in confidence for a Personal History Form.

LONDON: 01-734 6852, Sutherland House, 5/6 Argyll Street, W1E 6EZ

Hoggett Bowers
Executive Selection Consultants

BIRMINGHAM, CARDIFF, GLASGOW, LEEDS, LONDON, MANCHESTER, NEWCASTLE and SHEFFIELD

Treasury Analyst Acquisitions

Central London
Salary: Neg. to £11,000 p.a.

Our client is one of the U.K.'s major industrial groups, which has grown and changed considerably in recent years as a direct result of a positive strategy of diversification through acquisition. The group is particularly interested in acquisitions within the sectors for whom it is 10% of a total turnover exceeding £1,000m.

This is a very special assignment, reporting to the Acquisitions Director and responsible for the development and appraisal of a variety of acquisition proposals and for providing professional advice and assistance on other corporate and legal matters.

You will be a Chartered Accountant who can demonstrate keen commercial acumen, well developed analytical skills and an ability to communicate effectively at all levels, both orally and in writing. Previous experience of investment analysis or investigations would be a distinct advantage, although a first class track record in another branch of accountancy is acceptable.

There will be very real opportunities for career development within the Group for the successful man or woman. The starting salary is negotiable to around £11,000 p.a. and there are other benefits offered by a major international employer.

Please write in confidence, providing a full, brief, detailed curriculum vitae and stating the name of any organization to whom your letter may not be sent. To: K. W. Cannon, (Ref. 77), Director.

Whites

Whites Recruitment Limited
72 Fleet Street, London EC4Y 1JS
Offices: Bristol, Glasgow, Leeds, London,
Manchester and Wolverhampton.

COASTAL STATES EUROPE REQUIRES

MANAGER OF OPERATIONS/CONTRACT ADMINISTRATION EASTERN MEDITERRANEAN LOCATION

The successful candidate will be a mature individual with past management experience and possess the following qualifications:

EDUCATION:

Bachelor's degree (or equivalent) in business administration or a related field.

EXPERIENCE:

Extensive background in vessel chartering with a sound working knowledge of the special requirements relating to the distribution and transportation of crude oil and refined products, particularly vessel suitability, load, nomination requirements.

Candidates should possess a high level of management skills and be capable of establishing and administering a complete department with a highly active oil trading company.

Please submit resume, including salary history and business/personal references, under confidential cover to:

DIRECTOR — PERSONNEL
COASTAL STATES EUROPE
36 GROSVENOR STREET
LONDON W1X 9PG

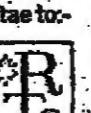
PORTFOLIO MANAGER

An experienced Portfolio Manager required to supervise a group of Pension Fund and private client accounts.

Candidates, male or female, should have considerable previous experience of managing UK Pension Fund accounts and also be able to assist on presentations and marketing of pension services. Some knowledge of overseas markets would be of advantage.

An attractive salary is offered together with a comprehensive package of staff benefits (including mortgage assistance). Write in strictest confidence enclosing a full curriculum vitae to:

The Personnel Officer,
THE ROYAL TRUST COMPANY OF CANADA,
Royal Trust House, 48-50 Cannon Street,
London EC4N 6LD. Tel: 01-236 6044



Technical Page

EDITED BY ARTHUR BENNETT AND TED SCHOTTERS

• COMPONENTS

Rotating light has no moving parts

NEUMANN Communication Systems has a new technique in flashing lamps. Instead of having the conventional rotating light, the lamp head is fitted with three 120 deg. flashing strobes which are electronically fired in sequence, thus giving the effect of a rotating flash. There are no moving parts, and the design ensures controlled supervision of the directional circuit. The lamp can be operated independently, or connected via telephone operation, for example.

Numerous areas of application for this unit include the mining industry, the chemical and petro-chemical industries, hazardous or noisy work-places, overhead trains or cranes, and anywhere where a visual warning and alarm signal is needed.

The lamp is fitted in series with an electronic switch and both connection terminals are housed in a self-locking terminal box. Start-up of the lamp simply requires connection of the control wires to the mains, without recourse to coupling switches, junction boxes or auxiliary assemblies. The circuit can also be monitored for short-circuiting.

Neumann Communication

More on 01-242 0747.

• SERVICES

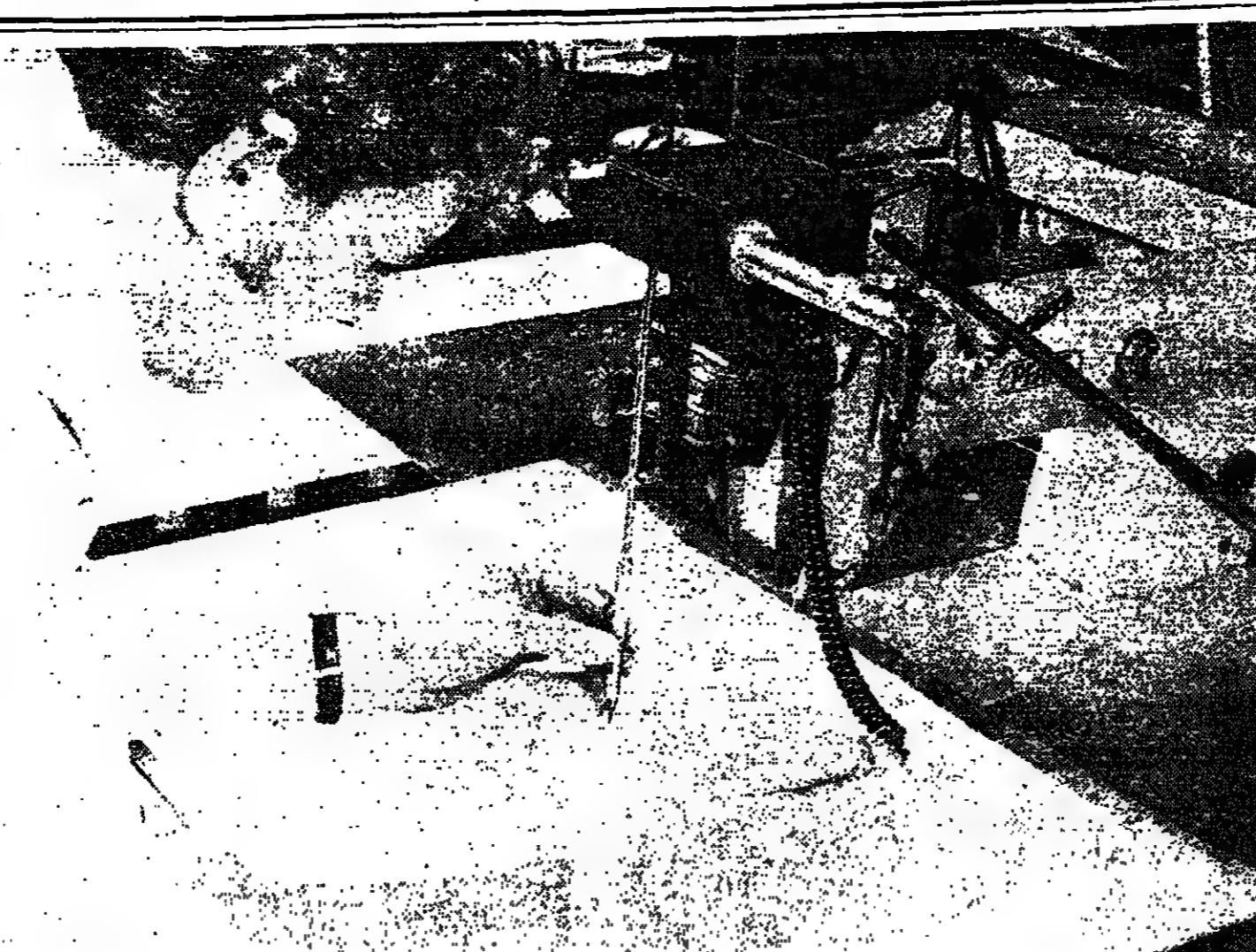
Link with Euronet

GSI UK, part of the largest European computer services company (formerly CRC) has become the first "host" bureau in Europe on Euronet, the EEC telecommunications network which has now gone live.

In addition, GSI has also announced its first customer to use the service—Infoline, the Government financed on-line technical information service.

Any Euronet user can now plug into any of the GSI machines in the UK, including two Sigma 8s, a Univac 1100 and a DEC 2020.

Recently GSI announced that it was the first "host" computer centre in Europe on the IPSS packet switching network. It is now ready to link up with the UK Post Office's PSS network.



A designer using a stylus and hand-held control box with press buttons to feed a stitching pattern into the memory of a microprocessor-controlled, automatic profile cutting machine at Trubeniens (Sales) of Knebworth, Herts, The

first production models of the company's two newest profile cutters are now on their way to international shoe and clothing exhibitions in France, Germany and the U.S.A. for exhibition in September and October.

• BANKING

Credit card has a mind of its own

UNDER consideration by French joint banking groups for some time, but shelved pending electronic funds transfer (cashless society) decisions at "the highest levels", is a move to use an active form credit card which contains not only its own microprocessor, but also a solid-state memory (virtual), as extensive as the user organisation cares to make it.

So far, in Britain, the movement between bank and bank has been based on what the magnetic stripe in the credit-card-local-stores purchase card should contain. Half the contestants say the card should have very little vital information within it, other than the coding which allows the relevant terminal to gain access to the user's account in the central computers.

The other half says much more reliance should be placed on the magnetic stripe as the primary source of information on the real state of the holder's account and of recent transactions. Unfortunately for the latter, the former appear to have IBM backing.

In any event, the French invention, originated by M. Roland Moreau and taken out by the Ste Innovation in France, the UK, the U.S. and several other EEC countries, provides for a "credit" card which would incorporate its own computer rather than rudimentary magnetic memory.

Now this is an extremely important change from the passive

or to build equipment that will encode and read such cards.

Probably one of the most pressing aspects of this micro-card is that, should anyone attempt to find out what it contains in the form of data on the private person or the company whose name it is, it is impossible to extract or assemble any information it holds. And part of this, too, should not be overlooked. So long as the card is not tampered with, it is

its card — around two in the morning — and refuses to relinquish it?

Not entirely opposite, perhaps, since such cards would most likely be brought in for small companies and individual undertakings first. The question would, however, be asked, what is any approach to the general public is made. This may solve problems for the cardholders — shifting them on to the shoulders of the makers of the card and the equipment to handle them. Does it help the general use? Bring off the speed with which the card is processed? The answer must be "yes". But is it a cost-reduces as heretofore

estimated? It is, in fact, a

French Tel 308 4218.

• BUSINESS CONTROL

Hi-Simplific

THE FORTNIGHTLY standard computer system performance reports for high-fidelity amplifiers have been issued by the International Electrotechnical Commission (IEC).

The Commission believes the publication will be welcomed by all involved in the marketing and purchasing of amplifiers. Consumers should as a result be able to buy with more confidence, test houses will find comparison of equipments

particular to their needs in the design of the system by computers.

Linear and power amplifiers and the all important power amplifier are covered, with particular reference to high quality reproducing systems in the home.

The IEC is at 1, Rue de Varembe, 1211 Geneva, Switzerland.

Will type and retrieve

TES 501 text editing system

from Olivetti has been adapted to suit specific applications for professionals users. While it is able to keep track of debts, producing perfect typed letters to remind clients of amounts due — automatically. Personal or recruitment agencies are able to interrogate the files for information about any employee, prospective employee, or to match the most suitable candidate on their books with a company vacancy, and these are only a few of the potential applications.

The advantages are obvious, but perhaps most important of all is the ability to have a comprehensive management record of all, or selected, files, irrespective of whether they are held on a computer, teletype, or in a manual file.

Standard texts can be combined with selected names and addresses to result in high-quality, typed letters quickly and simply. There is no limit to the number of variables that can be inserted into the system and if the automatic sheet feeder is fitted, the operator can leave the machine to type out the entire run at a speed of 350 words per minute.

Olivetti, 30, Berkeley Square, London W1X 6AH 01-626 3307.

major manufacturers for the power generation industry world-wide just one of NEI's activities.

Northern Engineering Industries Ltd.

NEI
A merger of Clarke Chapman and Rayville Parsons

retrieval. However, in interactive mode the system guides the user through the hierarchy to the required series.

Because the Database is accessed via HASH, it is fully interfaced with the system's ability to handle all aspects of determining relationships in time series, from data storage, manipulation, and transformation to model estimation, simulation and forecasting.

NEI 23 Lower Belgrave Street, London SW1W 1UN. 01-730 4544.

Suitable for many tasks

COMMODORE has chosen TES 501 for the launch of its 32K PET floppy disc micro-computer as a business system.

The 32K PET has a screen, a standard-size keyboard with PET graphics, and a computing/calculating unit.

Interfaced to the Commodore 2040 dual floppy disc drive, it can have up to 360K of memory. High speed, quality print-out of data is obtained by linking it to a programmable line feed tractor printer. This new tractor printer, can handle continuous graphics.

Accountancy and management packages to be introduced are an integrated accounting system, incorporating nominal/general ledger, purchase ledger, sales ledger, statement, aged

with a dual floppy disc and the new printer, total system cost is under £2,500.

Commodore, 80, Leach Road, Slough, Bucks, TS 1 4LJ.

• CREDIT CONTROL

Hi-Simplific

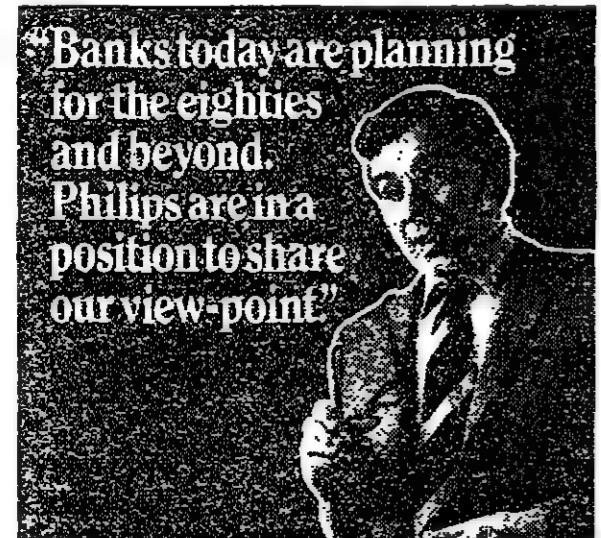
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Olivetti, 30, Berkeley Square, London W1X 6AH 01-626 3307.



Banks today are planning for the eighties and beyond. Philips are in a position to share our view-point.

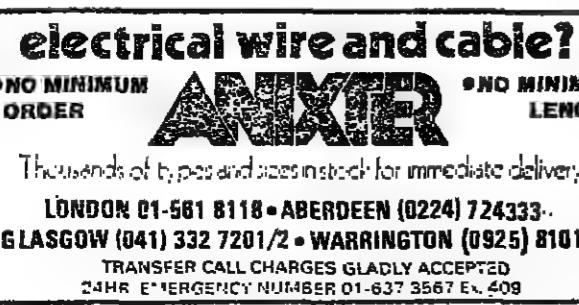
Computers that talk your language

To Robert Morris, Philips Data Systems, 1111 19th Street, Washington, D.C. 20036, U.S.A. Please add my name to Philips' list.

Name: _____
Position: _____
Bank: _____
Address: _____

PHILIPS
Data Systems

FT 30/8



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EDC is the association of leading ESAB distributors, who together provide a Nationwide Service of the highest calibre to the welding and gas cutting equipment industries.

A plus combination of the highest standards of service with the finest machinery and welding consumables - the ESAB range.

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Ashbrow Bradford Road,
Huddersfield

W. E. Livermore & Son
Engineering Limited,
Colchester Estate,
Colchester Avenue,
Colchester, CO3 7XA

Service Welding Supplies
Limited,
Hoult's Yard, Walker Road,
Newcastle Upon Tyne, NE6 2HL

Noblefield Limited,
17 Royce Road,
Carr Road Industrial Estate,
Peterborough, PE1 5XT

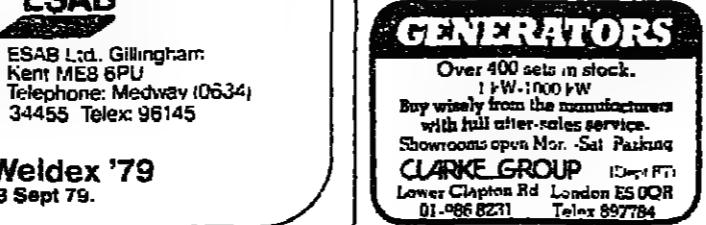
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Limited,
15 Mawney Road,
Romford, Essex

Welding Supplies (Sheffield)
Limited,
Tyler Street, Sheffield, S9 1GL

ESAB

ESAB Ltd, Gillingham,
Kent ME8 6PU
Telephone: Medway (0634) 34455 Telex: 96745

See us all on stand 1540, Hall 1, Weldex '79
National Exhibition Centre, Birmingham, 24-28 Sept 79.



CLARKE GROUP
Lower Clapton Rd, London E8 0DR
01-966 8221 Telex: 897784

• COMPUTING

Data made available

SIA is making available the Central Statistical Office's UK macroeconomic databank, CSO Databank.

This is accessed through SIA's HASH econometric modelling system which runs on the company's international computer network and communications network.

The Databank has been prepared and will be constantly updated by the Central Statistical Office. It contains over 2,000 annual, quarterly, monthly and seasonally adjusted UK macroeconomic time series. The earliest date from 1945, but the majority from between 1955 to 1985, and are complete up to the present day.

The Databank is accessed via HASH, it is fully interfaced with the system's ability to handle all aspects of determining relationships in time series, from data storage, manipulation, and transformation to model estimation, simulation and forecasting.

Regular or batch users of the Databank may have printed out a complete listing of tables in order to facilitate series code identification and subsequent

retrieval. However, in interactive mode the system guides the user through the hierarchy to the required series.

Because the Databank is accessed via HASH, it is fully interfaced with the system's ability to handle all aspects of determining relationships in time series, from data storage, manipulation, and transformation to model estimation, simulation and forecasting.

SIA 23 Lower Belgrave Street, London SW1W 1UN. 01-730 4544.

• CREDIT CONTROL

Hi-Simplific

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The ability to store all information on the file and to then recall for update, reference, or reporting purposes, or to make immediate benefit in management reporting, instead of time-consuming manual file searching, the TES 501 is programmed to deliver the required information immediately.

Exact agents are able to enter comprehensive details of all available properties within a given area, that meet specific accommodation requirements and that are within a specific price range. Travel agents have to hand records of all clients, together with details of holiday balances and details of advanced bookings.

Insurance brokers are able to provide tailored solutions to the problems of professionals.

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Olivetti, 30, Berkeley Square, London W1X 6AH 01-626 3307.

NEW ISSUE

These Securities having been sold, this announcement appears as a matter of record only.

21 August 1979



Trade Development Financial Services N.V.

(Incorporated with limited liability in the Netherlands Antilles)

Guaranteed Floating Rate Notes Due 1986

Unconditionally guaranteed by:

Trade Development Bank Holding S.A.

(Incorporated as a Société Anonyme in Luxembourg)

Credit Suisse First Boston Limited

Manufacturers Hanover Limited

THE MARKETING SCENE

Design
nears
maturity

DESIGN IS the irritating little sister of marketing which is always trying to draw attention to itself and rarely succeeding. Which is a pity for good design—of products, packs, retail outlets, and company images—can do as much for sales as advertising, and at much less cost. The problem for design is that it is often difficult to distinguish its contribution to the overall marketing plan. The same can be said for advertising but advertising has sophisticated and eloquent agencies to defend it while most design is assembled in-house, or put out to thousands of individual freelance designers, incapable of a propaganda job. Only a handful of sizeable design companies have emerged to wave the flag for their profession (or trade) in the face of indifferent companies.

In the main design remains anonymous, the handmaiden of marketing, called in late to add some artificial gloss to a campaign. This anonymity could be justified in the past by the smallness of most design companies. Now they are getting quite sizeable. Fitch and Co employs more than a hundred people in the UK and in Paris (where British design is much respected) and in the Middle East. It handles £20m worth of client's money a year and has a fee income of over £1m. Conran Associates claims a revenue approaching £2m, and with Pentagram, Wolf Olins, Allied International and the Research Design Unit justies with Fitch for domination.

Often the competition is illusory because the major companies have their own specialisms—Fitch and Co concentrates on retailing; Wolf Olins on corporate image; Pentagram, corporate identity with a strong architectural flavour; Allied International, packaging; and Design Research Unit, industrial, although all are interested in commissions from any quarter.



David White of Benchmark, spreading the design message from a Shaftesbury Avenue eyrie

Collectively their fee income is around £8m a year, quite a substantial sum.

The situation is changing. Retailers, who have called in design consultants to transform one shop and seen their turnover almost double, are taking it seriously, as are companies like Airfix which has grown rapidly on the back of design to the extent of spawning its own design consultancy, Benchmark, which works for Airfix but also for anyone who will employ it. Benchmark is headed by David White, formerly a director of Conran Associates, a long-time creative force for Airfix. Between them, they developed the ultimate in design co-ordination, the Working Kitchen range of plastic accessories. They were designed at Conran, manufactured by Airfix, and sold through Timothy White's (now also Bonts) with all three parties, taking a percentage of the profit. The same concept has been pursued in a bathroom range for M and S. This is design in effective action, not just a few drawings or mock-ups to be rejected by

chairman.

Conran now earns about a quarter of its revenue from product design in royalty and is quite happy to make an investment based on its own skills. But managing director John Stephenson sees the main problem for design as a reluctance on the part of designers to develop the all-round skills which enable them to make a contribution in the boardroom, which is where they must be to make themselves effective. Perhaps they are unable to rise to the challenge.

Rudney Fitch also believes that designers deserve some of the blame. They like to dictate and are sometimes remote from reality. They rarely invest in research. But in the main it is the indifference of companies, who are too content to leave design to in-

Antony Thorne

house teams who inevitably lose their sparkle when faced with the same tasks. There is also a reluctance to involve design with advertising and to creatively differentiate between the two contributions to successful selling.

So far this has been a good year for design, especially on the retailing side where competition is currently very fierce but when companies lose confidence and enthusiasm in investment, it is design that inevitably suffers, not perhaps so quickly or so fiercely as advertising, but perhaps more unnecessarily. Whether the faults in the past have rested with the design consultants or their clients the time has come to take this powerful marketing force much more seriously.

Antony Thorne

Direct from the States

THE EASIEST way to get ideas for new products is to take a trip to the U.S. and wander around a few supermarkets. These days, unfortunately, even that is no longer essential. In its Development News, Kraushar Andrews and Eassie gives a run-down of fresh concepts which should set a few British laboratories buzzing.

Conair Corporation, for example, has introduced a range of shampoos, conditioners and hair sprays based on henna, a 3,000-year-old cosmetic. Mary Quant is perhaps more revolutionary with "Fruits & Nuts," a make-up range launched in the U.S. and including pistachio, hazelnut, grape, chestnut, damson, plum and sugar almond among its flavours. Now people with false teeth can begin to expand the breath freshener market thanks to "Fresh'n" by Barr Research Corporation. You dash it on your dentures, while "Love 'n' Care" comes from Lahn & Fink. You sprinkle it on the carpet before it is vacuum cleaned.

The preoccupation with cleanliness is carried over to

Art Coffee is test marketing in Japan "Petit Coffee" tablets containing coffee, sugar and milk, and Lorte has developed a range of "Fresh in" sums with a liquid core, including coffee. DOB Food Products has come up with Gino's microwave pizzas under the slogan "from freezer to microwave to table in two minutes," and Cocoa Cola is "Hi-C," an unsweetened drink mix with a "full day's supply of vitamin C per serving."

Boom time for IPC

EVEN BEFORE the industrial dispute wiped out ITV, advertisers were apparently paying more attention to one of its greatest media competitors—women's magazines. According to the giant in the field, IPC, bookings in the quarter ending September are 54 per cent up on 1978, at £14.5m as against £9.5m. Rate increases account for only 81 per cent of the lift.

The greater demand, for the big four—"Woman," "Woman's Own," "Woman's Weekly" and "Woman's Realm," began earlier in the year, and in the first quarter (April to June in the IPC calendar) advertising revenue was 33 per cent higher at £14.3m. Now in the usually quieter summer period there has been another appreciable improvement.

Frank Farmer, advertisement director for IPC women's maga-

zines, pinpoints three reasons for the gains and for future improvement: higher sales for all the magazines in the group; a £2.7m advertising campaign in the autumn; and higher TV costs.

According to Farmer the cost of reaching housewives under 54 in his magazines is 74 per cent less than on television. Although it takes time to switch media the likelihood of a long ITV strike suggests that women's magazines will be faced with much more demand for space in the run up to Christmas.

A tangible sign of the times is the £500,000 boost for Nescafe instant coffee exclusively in the women's magazines. This is the first time in four years that Nestle has used the medium.

AT

News in brief

Allen Brady Marsh maintains its appeal to advertisers. Following its recent acquisition of Midland Bank and the Provincial Building Society it this week added Jeyes, formerly with Roe and Partners. ABM will handle the advertising for the consumer products division, worth around £750,000 a year. ABM competed at seven in the evening and was appointed at 10.30 a.m. the next morning.

Brooke Bond is to spend a massive £3m on relaunching Dividend "D" tea from September, the largest sum ever put behind a tea in the UK. It aims to increase the brands share of the tea bag market, which grew by 16 per cent last year. The initial campaign is a £1m ten week TV

burst followed by posters, promotions and a 10m coupon drop.

According to ISBA expenditure by British companies on national exhibitions, agricultural shows and private exhibitions rose by 29 per cent last year to £143m. Exhibitions now

represent around 8 per cent of total advertising expenditure in the UK and are one of the fastest growing sectors. Earls Court and Olympia expanded from 28 per cent to 33 per cent of the total spent while the NEC in Birmingham slipped back from 42 per cent to 38 per cent.

Research Services has retained the JCNARS survey of national readership for another three years against opposition from six other research companies.

Traveller's tales of overseas sales

IT IS GENERALLY acknowledged that marketing as we know it today originated in the U.S. and it is from there that most new ideas and approaches in marketing emanate. On the other hand, while American techniques continue to dominate consumer goods marketing, neither in the industrial field nor in the area of service marketing do the Americans have either a monopoly or indeed a dominance of new thinking.

True enough, three of the most useful new approaches have U.S. origins. The Dupont technique of "price and performance perception" which enables a monetary value to be placed on particular attributes of a product or service to establish either premium price or better product profile, is one such approach.

The adaptation of the Stanford Research Institute's "vulnerability analysis" technique has provided a new and disciplined methodology in its area, and Ms Lyn Shostack's molecular approach to service marketing is just about the only fundamental new thinking to advance service marketing in the past few years.

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LOMBARD

Over-stating the oil crisis

BY RAY DAFTER

IT is good to see so many car manufacturers promoting the idea of energy conservation. To sell a car these days, it seems, it is important to stress the vehicle's performance more in miles per gallon than in miles per hour.

This is a healthy move on the part of an industry which can do much to reduce the world's thirst for oil. In the UK, for instance, petrol accounts for about one-fifth of total oil demand.

However, advertisement copy writers appear to be making the point by painting their own particularly pessimistic version of the energy crisis.

Confident

Take the case of Fiat's advertisement for the Strada: "Listen, if we are going to leave any oil for our kids, more cars have got to look like this." But, according to the Fiat people, our children will have to learn to live without oil altogether. For, "the last oil well runs dry in 40 years' time," Fiat proclaims.

Not so. Even under the most pessimistic assumptions there will still be crude oil being produced in 40 years' time, quite possibly 140 years' time. Even in the UK—not the most prolific oil region in the world—the Government is confident that some oil fields will be exploited beyond the year 2025.

Moving into a different oil producing league, Saudi Arabia has sufficient reserves to last at least 30 years, even assuming that it maintains output at the presently increased level of 9.5m barrels a day.

Fiat's startling statement would indicate that the last oil production well will be drilled within the next decade, assuming that the final fields to be discovered would take just 30 years to deplete. Such a view is unjustified; indeed it is possible to foresee some modest amounts of oil being available for the high priced premium markets—chemicals and transport—as far ahead as the 22nd century.

This is not to say there is no energy problem. There is. It is a huge one that could undermine the international economy and, perhaps, security. But the problem is more one of supply and demand than of available resources.

For decades the world's demand for oil had been allowed to accelerate unchecked. So we are now in a transition

stage, moving towards a time when alternative sources of energy will be more widely used and when crude oil will be consumed much more carefully. The price of oil will see to that.

Whether the cost of oil rises as fast as Austin Morris envisages is another matter. Petrol prices rocketing £1.40 next week?" is the statement (rhetorical question?) heading the latest advertisement for the Princess 1700HLS and 2000HLS models.

Perhaps Austin Morris knows something about the Government's immediate money-raising plans that we don't know, but barring another thumping increase in taxation there seems little chance of petrol prices rising next week.

But still, the basic message is a useful one. Crude oil is a valuable product; it will become increasingly expensive and we—as consumers—must learn to look very carefully at ways of conserving our supplies. Watching petrol consumption is one way to do this, as Renault reminds us.

OPEC views

However, the French company goes further. Its advertisement states that oil producers will be "furious" when the official Government mileage figures for Renault cars—"In fact, they'll be shaking with rage," the copy continues.

Petrol consumption figures showed that its customers would be saving petrol and money, "and that probably wasn't what the Sheikhs had in mind."

Wrong again. That was exactly what the Organisation of Petroleum Exporting Countries had in mind. Since 1973 its leaders have protested at the way western motorists—particularly American motorists—have been driving gas guzzling cars.

OPEC has been urging conservation as strongly as anyone, not out of altruism but out of self-interest. It not only wants its crude oil to be more highly valued, but—just as important—it wants the fuel to be produced over as long a timespan as possible.

Reducing oil demand will help to ease the pressure on prices (although crude oil will never again be cheap) and it will prolong the earning power of the oil producers. Here the car manufacturers are playing their part, albeit in their own flamboyant way.

(except London), 4.20 Play School (as BBC-2 11.00 am), 4.45 Scooby Doo, 5.05 Play Away, 5.15 The Wombles.

5.35 Nationwide (London and South East only).

6.20 Top Billing.

6.30 Dr Who.

7.20 Top of the Pops.

8.00 It Ain't Half Hot Mum.

8.30 The Persuaders.

9.00 News.

9.25 The Hollywood Greats.

10.20 Skelton.

10.35 Most Wanted.

11.45 Weather/Regional News.

All Regions as BBC-1 except at

THE DC10 Chicago crash last May, which cost 257 lives, was not the first tragedy which appeared to be due to some fault in the design or the maintenance of this widely used type of aircraft. After the initial shock on the flying public had worn off there followed a period of commercial anxiety about the future of the DC10s, kept grounded while technicians investigated the cause of the failure. Now that the DC10s are flying again, the legal wrangle over compensation for the victims' families is moving into the focus of attention.

Negligence

The compensation paid after the crash of the Turkish Airlines' DC10 in Paris in 1974 amounted to \$85m. The payout in the Chicago case will be bigger—current estimates are around \$200m. Of this U.S. lawyers representing the families of the victims will keep some \$40m in contingency fees.

Already there has been a scramble for briefs and one can be sure that the legal issues—of which the degree of negligence has pride of place—will be fought with unprecedented tenacity. It is likely that the case will set legal standards which may influence courts outside the U.S.

The hearings opened by the U.S. National Transportation Safety Board (NTSB) at the

beginning of this month are an important preliminary to litigation. Victims' families are being warned by lawyers not to accept offers of out-of-court settlements.

The NTSB is not concerned with liability for the consequences of the crash, but only with the airworthiness of aircraft.

The report which it will produce—no doubt several volumes thick—will not be admitted as evidence in court, but it will be studied eagerly by the lawyers of the claimants as well as those of the defendants.

The conclusions reached by the NTSB will influence their legal strategy and the lawyers representing the families of the victims, will be able to call as witnesses individual investigators who contributed to the report.

The potential defendants in air-crash compensation suits have a more intimate link with the NTSB investigation. The Federal Aviation Administration (FAA) which itself may be liable—for example when a crash is attributed to negligence on the part of air controllers, or a failure of the airport services—participates in the NTSB investigation. The other potential defendants, the airline, the makers of the aeroplane and suppliers of its equipment as well as their sub-contractors, do not participate in the investigation as directly as the FAA, but are often asked to send their representatives who are then in-

cluded in teams of NTSB investigators assigned to study special aspects of the accident. It is likely that there will be about 15 such representatives of potential defendants among the 100 investigators concerned with the DC10 Chicago crash.

Even before the trial takes place, the defendants—the airline, the manufacturers and

which first appeared in mid-19th century British railway law. It was introduced into international law by the Warsaw IATA Convention which would apply to, and limit the compensation in respect of only those passengers on the crashed DC10 who held tickets for an international journey as opposed to a domestic one.

stances were such as would bring home to a reasonable man that his conduct was highly dangerous. Such a view was taken in 1862 by a U.S. District Court.

In 1966 a French court, the Orleans Court of Appeal, took a similar view. In that case liability depended on the degree of negligence of the crew which caused the crash by failing to use an available radio beam before confirming the descent of the aircraft. The crew was not aware of the risk and was therefore not "subjectively reckless," but the French court held that it was enough that circumstances were such which would have made a diligent crew aware of the grave risk which existed. The same "objective" view was taken in 1973 by the Paris Court of Appeal in another case.

The Swiss Federal Supreme Court has taken a very similar line, accepting that an absolute proof of the will or intention of the negligent person is impossible.

The negligent act, however,

is not necessarily to prove that the aircrew was recklessly negligent.

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THE ARTS

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Record Review



Malcolm Storry and Paola Dionisetti

Leonard Burz

Warehouse

Sore Throats

Howard Brenton's new play is a series of sex fantasies. We begin with Judy, the 38-year-old just-divorced wife of a police inspector on her knees by a bottle of red wine on the floor of an unfurnished flat. Jack, the ex-husband, comes in and slaps and kicks her until she signs a document giving him half the sale-price of their house. (He has promised her all of it.) He leaves for a job in Canada with his new mistress. Just as Judy is vomiting up all her wine, Sally, from the small ads department of an evening paper, comes to rent the flat.

Eighteen months pass. We then find Judy and Sally sharing the flat, still unfurnished but littered with empty bottles, cushions, magazines and so on. They are playing a game about seducing a teenage schoolboy—a practice that Judy actually goes in for, thus losing some of her more portable possessions by theft. While they discuss the possibility of burning their remaining money and living by violent theft, Jack returns with a carry-cot and gives a pathetic account of the child's messy birth on a Canadian prairie after a motor accident. The baby turns out only to be a couple of bricks.

There seems to be no resolution of the situation. Indeed there seems to be little point in

4. A. YOUNG

Albert Hall/Radio 3

Scottish National Orchestra

It was a happy idea to begin the second of the two Scottish National Proms with Debussy's *Merde Ecossaise*. The actuality would have been a good deal happier for ensemble less loosely managed and orchestral tones firmly placed rather than carelessly spread; even though this is a Debussy lollipop rather than a remarkable absorption of popular melody in the manner of the *Images*. It deserves nicer handling than Alexander Gibson and his orchestra were able on Tuesday to give it.

This was the first of two pieces in the programme owing some debt to the orchestra's native land. Martin Dalby's *The Tower of Victory* was first performed at a Glasgow Music Hall week in 1973. It is a short (a little over 10 minutes) orchestral fantasy whose palette of colours is selected from the

lower-pitched instruments, and which draws from them very attractive blends and contrasts of texture. Textural variation provides the principal, indeed the only source of immediate interest; for the shape and direction of the piece remained obscure to at least one listener in the audience. Perhaps, in a work "about" the complex activities of the imagination that was, the composer's intention.

Discontent with the orchestra

was stronger during the introduction to the Berlioz cantata, *La Mort de Cleopatre*, which closed the first half—the attack on those electric cross-rhythms was sadly spongy. Then the large, lovely voice of Jessie Norman began to work its spell. Whereas, two years ago, the production marked off the scenes of recollection and prophecy from those set in the present, Mr. Prowse now entrusts the jump-cutting process to our own imaginations, bating the whole show in a fluid rhythm of light, musical quotation (chiefly from Stravinsky's ethereal *Apollon Musagete*) and, above all, design.

The stage, brilliantly white

and populated by large mirrors,

exercise bars, and half-naked

beach boys, is effortlessly trans-

formed from a representation

of the Lido, to a fraught re-

hearsal room to a hotel interior.

The grouping of the actors is

masterful and particularly striking in its use of upstage

and circular motion.

Although scenes are concocted

around the internal row over

whether Vatz should or should

not appear to be masturbating

with credit. The Citizens

demonstrate yet again that they

can live, and flourish, in com-

pany with the world's best.

The exhibition will be the

most ambitious tour of current

art ever undertaken by the

Arts Council, with over 100

artists represented in an exhi-

bition of more than 250 works.

Its sheer size necessitates its

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The Arts Council hopes to

mount such exhibitions once

every four years.

The exhibition will be at the

Laing Art Gallery and Hatton

Galaxy in Newcastle from

February 15 to March 23 next.

At Bristol it will be seen from

April 18 to May 24 at the

Arnolfini Gallery and Royal

West of England Academy.

To coincide with the eighth

Congress of the International

Association for the History of

Glass in London (September

18-25), the British Museum is

today opening an exhibition

entitled *The Golden Age of Venetian Glass*, which will con-

tinue until November 11.

The exhibition traces the

story of Venetian glass from its

early manifestations in the 13th

century.

The terms of the agreements were not disclosed.

Both transactions are conditional upon the prior approvals by the

regulatory authorities in the countries concerned.

William Packer, art critic to

the Financial Times, was asked to

comment on the new arrangements.

Both transactions are conditional upon the prior approvals by the

regulatory authorities in the countries concerned.

Record Review

Reimann Lear. Dernesch, Lorand, Verady, Fischer-Dieskau/Bavarian State Opera Chor, and Orch./Albrecht. Three records in box. DG 2709 089. £15.17

Schoeck Vom Fischer un syner Fru. Lövaas, Laubenthal, Nimsdorf/Munich. Phil/Kempke. Acanta EA22 823. £4.62

Vaughan Williams Hugh the Drover. Tear, Armstrong, Rippon/Ambrosian Opera Chor/RPO/Groves. Two records in box. EMI SLS 5162. £10.75

Vaughan Williams Hugh the Drover. Extracts (historic recording). Lewis, Davies Sargent. Pearl GEM 128. £2.75

Debussy Pelléas et Mélisande. Excerpts, recorded 1928. Nespolos, Croiza, Maguenat, Dufranne, Narcom/Truc. Pearl GEN 145. £3.75

Reimann's previous opera, *Mélusine*, was produced 10 years ago by the Deutsche Oper in Berlin, who brought it to the Edinburgh Festival. Though it made a pleasing effect, nothing about *Mélusine* suggested, or was likely to suggest, an opera on the scale of Shakespeare's *Lear*. Nor has one come now. Reimann's *Lear* is an estimable, effective, tidy piece of work that should go the rounds of German opera houses which have a baritone with the skill and experience for the title-role. Though the music makes the devil of a noise, the scale is sub-Shakespearean (not so much a question of length as of content). In spite of, and perhaps to some degree because of, the sly way Hennberg has pared down the play, but still more because of the slight musical substance, tragedy dwindles to a bloody, melodramatic squabble about succession.

There is a good storm scene with one real trouvaille—a series of sforzando chords in sharp dinuendo, placed to great effect. The orchestral storm before the scene begins makes a fine racket but one is conscious, as one isn't in *Grimes*, of the device. On the other hand, the succeeding interlude, with a long, slow melody rising gradually from bass through alto to normal flute, produces a genuine sense of numbness, wounded, uncomprehending grief. Too often elsewhere the serial machine seems to take over, churning out familiar signals—soft, spread backgrounds of much-divided strings, collywobbles in the percussion, sputtering brass.

The vocal writing varies from jagged leaps for Regan and Goneril (smoother ones for Cordelia) through speech and sprechgesang for the Fool to all sorts of declamation, but especially slow, stepwise intonations, for Lear himself. A little over-schematised, and it is in the voice parts that the weak-

ness mainly lies—a mild rude shock but few surprises, terribly little that sounds inevitable or memorable. Edgar is a high-tenor. Lear in any form needs as much lyricism as it can get, but here such relief is virtually left to Edgar, and to Cordelia in one scene. The potential musical contrast of the Fool's part is almost wasted.

Schoeck set the tale as a "dramatic cantata" for stage or concert hall, lasting about 40 minutes. He used variation form, the main theme being worked for the wife's comments on her successive new situations, with interludes (also varied) for the fisherman's increasingly reluctant requests to the turbot. As the wife's demands grow more outrageous, a storm rises at sea culminating, with her final blasphemy, in a dramatically conceived fugue.

Story and treatment fit one another like a glove. Schoeck's quiet originality pervades this most taking score. As befits a fine song-writer the vocal lines have a master's touch. All allowance made for difference in idiom, they have just the qualities lacking in Reimann's *Lear*. The premiere (Dresden, 1930) was conducted by Busch. It can't be said, have been more sympathetic than Kempke's recording, whose excellent soloists are Kari Lövaas, Horst Laubenthal and (as the fish) Sigurd Nimsdorf.

Hugh the Drover, the ballad opera by Vaughan Williams written before the First World

War but not performed till later, comes in every sense from a different world. Schoeck was Swiss but had the German opera tradition next door. Vaughan Williams, seeking independence, looked right across Germany to Bohemia and *The Bartered Bride*—not even then recent model! Harold Child's libretto is no good, and no amount of subsequent tinkering by the composer could help. Yet some of the music is irresistible, folksy tunes flowing with deceptive ease, beautifully set on voices and orchestra. One can discount, on records, the dramaturgical fecklessness.

The Royal Philharmonic under Sir Charles Groves play as if they love the lyrical pages of the forward, French type. Maddeningly Golaud's crucial Act 4 scene is not there, though we hear the end of it with the Arkel's "Si j'étais Dieu." The Arkel, Armand Narcon (the also-lasted *Lear*) is fine. Claire Croiza of the immaculate vowels sings Génieve's letter scene. The lovers, both idiomatic, are Marte Nespolos and Alfred Maguenat. Georges Truc conducts. More than a curiosity: essential for Debussyans.

The *Pelléas* excerpts are of particular interest because the Golaud is Hector Dufranne, the creator of the role (he sang it until 1939!). Dufranne was a Belgian, a fine high baritone of the forward, French type. Maddeningly Golaud's crucial Act 4 scene is not there, though we hear the end of it with the Arkel's "Si j'étais Dieu." The Arkel, Armand Narcon (the also-lasted *Lear*) is fine. Claire Croiza of the immaculate vowels sings Génieve's letter scene. The lovers, both idiomatic, are Marte Nespolos and Alfred Maguenat. Georges Truc conducts. More than a curiosity: essential for Debussyans.

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Edinburgh Festival

National Ballet of Cuba

for her adorable Swanilda in

Roland Petit's *Coppélia* a couple

of years ago, was revealed in

Blood Wedding as an artist of

eloquent power. The production

is by Antonio Gades, and I

thought it excellently judged.

It uses the vocabulary of the

Spanish dance, and opts for in-

tensity of miming to explore

the drama in terms of commandable simplicity. Araújo, darkly

aggressive, was Leonardo's wife;

another fine Cuban ballerina,

Marta García, was the Bride;

José Zamorano and Francisco

Salgado the rivals, Leonardo

and the Bridegroom. All four

interpretations had the right

hard edge of emotion, and

Gades made theatrical capital

from showing the men's duel to

the death in slow motion. With

a brilliant abstract setting by

Francisco Nieva, Blood Wed-

ding is that rarity, a Spanish

ballet that is both Spanish and

dramatic.

The central section of the

programme comprised three

more obviously Cuban works,

two by one of the company's choreographers, Alberto Méndez, and one by the Soviet

dancer and teacher, Azary Plisetsky. This *Canto Vital* (to the adagietto from Mahler's fifth symphony) is a message about the making of order from primitive chaos, and relies for its effects upon the energetic activities of four male dancers.

It is not an exportable piece, and neither is Méndez' *Tarz* (to Rota's music).

Tarz seems rather like dances

FINANCIAL TIMES SURVEY

Thursday August 30 1979

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Mexican Oil and Gas

Mexico's sudden re-emergence as an important oil exporter is likely to have a significant effect on world markets in the 1980s. The rapid increase in the nation's proven reserves of oil and gas is attracting a steady stream of would-be buyers in search of crude supplies from one of the few oil-producing countries now willing to boost exports.

Major increase in proven reserves

By Kevin Done and Hugh O'Shaughnessy

MEXICO IS hardly a newcomer to the international oil scene, but its re-emergence as an important force in the world oil market, after nearly two decades in which it languished as a net importer of crude, has occurred with surprising speed.

Extravagant claims have been made for the role it could play over the next decade in compensating for the limitations on crude oil production that are being introduced by members of the Organisation of Petroleum Exporting Countries, which have borne the brunt of supplying the world's incremental energy needs over the last 20 years.

Together with the North Sea and Alaska, it is making a notable contribution to the growth of world oil production outside the OPEC bloc, and it is clear that it has the potential to emerge as one of the world's more significant oil exporting countries over the next decade. Following a relatively short period of intensive

exploration its proven reserves have been boosted to levels that would have seemed impossible even five years ago.

As a result rather imaginative suggestions have been made to the effect that Mexico could develop by the end of the 1980s into another Saudi Arabia, now the world's dominant crude oil exporter with production running, at least temporarily, at 9.5m barrels a day.

Such comparisons take little account, however, of the broader state of the Mexican economy and the daunting social problems the country faces. The present administration is aware of the damage as well as the benefits that could accompany a too rapid rise in oil revenues. It appears determined to try to control the inward flow of petrodollars to allow time to diversify Mexico's economic base.

The level of reserves that Mexico is rapidly establishing could give it the foundation for developing a production capacity of as much as 10m barrels a day by the end of the next decade.

But such technical appraisals give little weight to the extreme sense of nationalism that attaches to the Mexican oil industry. Mexico was the first country in the world to take over its oil industry and appropriate the assets of the international oil companies. (The industry was nationalised in 1938, nearly 25 years before OPEC was founded.) Arising from this historic action a deep distrust has grown up in some quarters of even a comparatively low level of oil exports, which arouse suspicions that the administration is selling off Mexico's national heritage.

In addition, given the strong

fears that the Mexican economy could not tolerate too sudden an inflow of petrodollars, the higher that world oil prices rise, the less will be the crude oil output necessary to meet the Government's targets for growth.

The administration of the present Mexican President, Sr. Jose Lopez Portillo, which is now nearing the half-way point of its six-year term, has declared on many occasions that petroleum revenues should ideally be used for the benefit of the whole population. The oil industry is not labour intensive and the failure to use the new oil wealth to create jobs could cause serious social unrest.

Revenues

The economy's ability to absorb petroleum revenues will be the most restrictive factor in determining production levels, especially for export, and is uppermost in the minds of top Mexican Government officials. A U.S. Senate report declared earlier this year.

Equally, President Lopez Portillo warned recently that oil production would not be increased beyond the country's ability to "digest" the resulting income.

Estimates exist, particularly in the US, suggesting that Mexico can export as high as 4.5m to 5m barrels a day could be technically feasible from the early 1980s. More realistic assessments show that a developing

Mexican economy is likely to be capable of using revenues from exports of no more than 1.5m to 2.5m barrels a day by 1985.

Already, inflation is taking off again. The forecast at the beginning of the year was for

MEXICO'S PLACE IN THE WORLD OIL LEAGUE			
	Estimated proven crude oil reserves (billion barrels at January 1, 1978)†	Crude oil production (million barrels a day—1978 average)‡	% change 1978/77
Saudi Arabia	(1)	165.7	(3)
USSR	(2)	71.0	(1)
Kuwait	(3)	66.2	(10)
Iran	(4)	59.0	(3)
Iraq	(5)	32.1	(5)
Abu Dhabi	(6)	20.0	(13)
United States	(7)	23.5	(2)
Mexico	(8)	26.0*	(14)
United Kingdom	(13)	16.0	(16)

†Figures in brackets give world ranking.

‡As at December 31, 1978. Source: Pemex.

*Source: Oil and Gas Journal. Reserve figures are only indicative.

†Source: BP Statistical Review. (Current Mexican production at 1.6m b/d, UK at 1.7m b/d; current world ranking, Mexico, 12th; UK 11th.)

committing the first 200-300,000 b/d that comes available, when this limit is raised.

The foundation for the steady increase in production has been the rise in the country's proven reserves of oil and gas, which has been one of the most extraordinary phenomena seen by the oil industry in recent years. Previous regimes have always issued what were considered rather conservative estimates of reserves and maintained a very

attitude.

Within weeks of President Lopez Portillo taking office, however, official proven reserves of hydrocarbons (Mexico uses a combined figure for oil and gas) were raised from 6.34bn barrels to 11.16bn barrels.

Reserve figures are at best only indicative, but Mexico changed its technical definitions to bring them more into line with international practice and this caused the first upward revision. By the end of December, 1978 proven reserves had risen to 16bn barrels and by the end of 1978 the figure had increased to 40.1bn barrels together with 44bn barrels for probable reserves and 200bn barrels for potential reserves.

The latest reserve figures published, crude oil accounts for 25.8bn barrels, condensate for 2.8bn barrels and natural gas for 11.8bn barrels (58.8 trillion cu ft). The figures have been questioned in some quarters, but they have been examined by the same U.S. consultants used by much of the international oil industry. The intensive drive for new exploration was launched in the early 1970s, when Mexico was still a net oil importer and was suffering from

the oil price rises in 1973-74.

Pemex, which has a total monopoly on all oil operations within Mexico, was greatly aided in its new surge of activity by the great strides that have been made in developing exploration and equipment over the past decade. A more sophisticated approach has allowed it to return to old oil-producing areas and make finds of massive importance, such as the Chicontepec Field, which it claimed earlier this year to be one of the largest oil deposits in the Western hemisphere.

Information

Much of the mystery outside Mexico about the recent progress of its oil and gas industry arises from a basic ignorance. Since 1938 the international oil industry has been more or less banished from Mexico—except as a customer for crude or an occasional supplier of equipment. For more than 40 years Pemex and its technical adviser, the Mexican Institute of Petroleum, have slowly been developing their own technology and for many years have been virtually self-sufficient.

Entry into a new era of expansion has brought with it a need to raise international finance however, and to learn from outside experience, particularly in developing the more challenging offshore oil discoveries. At least to a limited extent Pemex is having to come in from the cold and join the international oil community.

Its management, which was already stretched to meet the demands of the very ambitious

CONTINUED ON PAGE VIII

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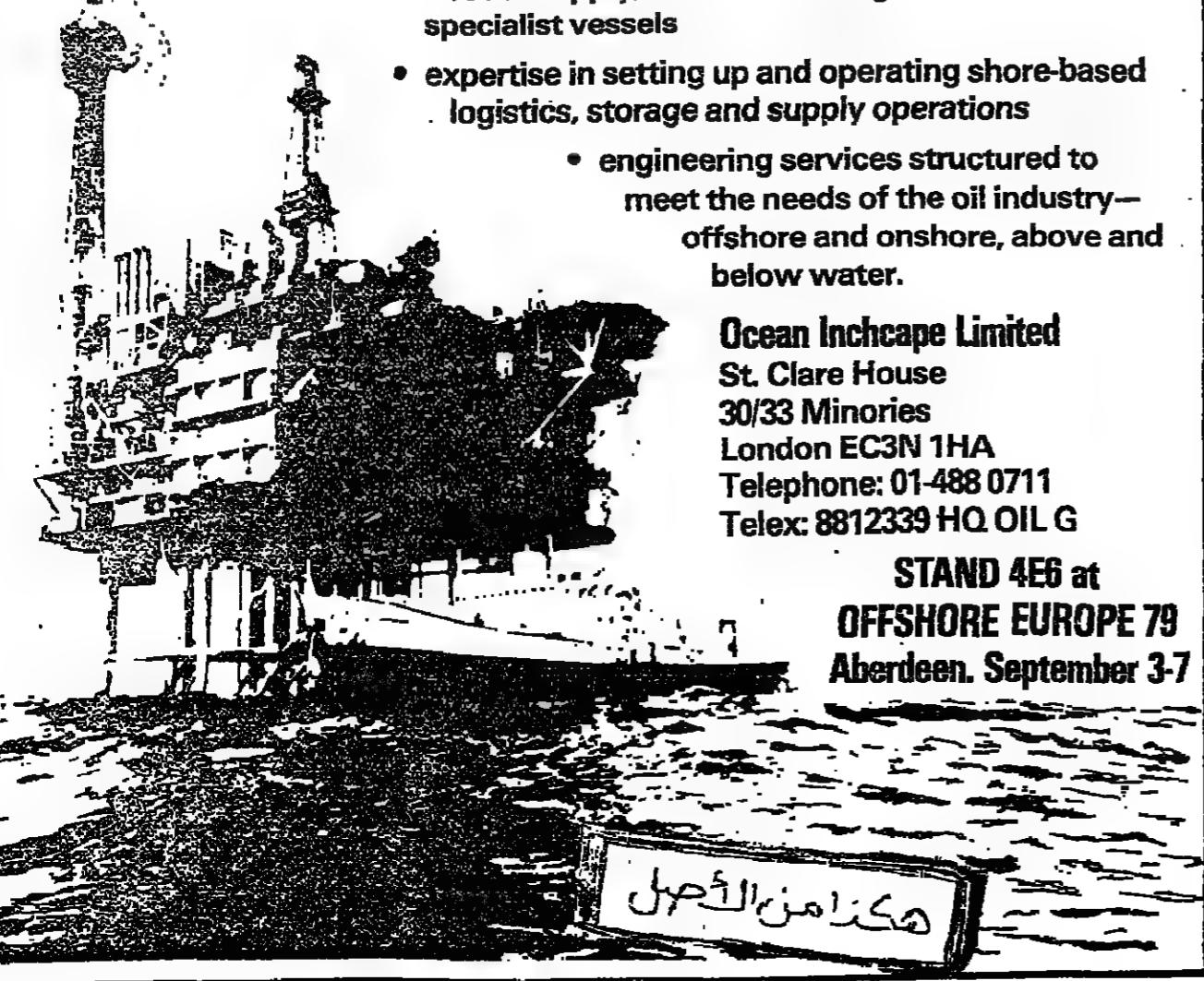
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Surge in onshore exploration

MEXICO'S RE-EMERGENCE as an oil producer of world importance stems from major onshore discoveries, made in the early 1970s, in the steamy, tropical swamp lands of the southern states of Chiapas and Tabasco.

This new oil province, based on the Reforma fields, enabled it to overcome 17 years of dependence on imports to meet rapidly rising domestic demand, and, by the end of 1974, the country was again able to produce a small surplus for export. Last year the southern fields accounted for just over \$2 per cent of total Mexican production.

The finds revitalised Pemex's activities and led to an extraordinary surge in exploration and development activity in most parts of the country.

Last year Petróleos Mexicanos, the Mexican state oil company, completed 83 exploration wells — 68 on land, 10 offshore and five in lagoon areas — with a success rate that was as high as one in three, far above the international average and as good as the North Sea when exploration drilling there was at its most spectacular in the early 1970s. In addition, last year 223 development wells were completed.

The exploration programme over the five years from 1978-82 is being accelerated in order to meet the target of completing a total of 1,212 exploration wells both onshore and offshore.

Exploration work is being carried on in 36 of Mexico's 31 states and has borne rapid results in meeting Pemex's primary target of boosting Mexico's total of proven reserves of oil and gas. There have been some technical changes in the way the country calculates its reserve figures, but the increases have never been less dramatic.

Since the end of 1975, Mexico's proven hydrocarbon reserves (the total of crude oil, gas liquids and natural gas) have risen by 534 per cent to a level of 40.2bn barrels at the end of 1978. Further increases are likely at the end of this year when account is taken of exploration success during 1979.

Sedimentary basins, the geological formations that have the potential for bearing oil or gas, cover more than three-quarters of the landmass of Mexico, and according to Pemex geologists only about 10 per

cent of this area has been closely explored. This leaves about 70 per cent of the country still to be explored in detail, and in addition there are exploration prospects with great potential on the Continental Shelf off both the Gulf of Mexico and the Pacific coasts.

Already proven offshore fields in the Gulf of Campeche are playing a big role in boosting total reserves and the first oil production from this new region began to flow in June.

The major excitement onshore in recent months has been caused by Pemex's announcement of a major new field in the east-central part of Mexico in the region of Tampico and Misiones on the coastal plain of the Gulf of Mexico. Pemex claims that the Chicontepet Field has vast potentially recoverable oil reserves, which make it one of the largest accumulations of hydrocarbons in the western hemisphere.

Reserves in place are estimated at no less than 106bn barrels, of which Pemex claims that some 17.6bn barrels can be recovered. (The UK's total of proven recoverable oil reserves in discoveries to date is 10.2bn barrels.)

Growth

The oil will not be won easily and this massive field can only be developed through the drilling of several thousand production wells, each individually producing little more than about 100 barrels of crude oil a day.

But development of the field on such a scale could bring substantial industrial growth and employment to an area of

the coastal plain that has previously been neglected and which at the moment is only scarcely populated with small towns and villages.

The story behind the delineation of the Chicontepet Field is typical of much of Mexico's recent exploration history onshore. The presence of hydrocarbons in the area had been known for many years, but their real potential had never been understood because of the lack of sufficiently sophisticated exploration and production techniques.

Over a period of many years more than 1,200 wells had been drilled in the Chicontepet area for the purpose of exploring potential oil deposits at fairly deep levels. Because of the limited technology available at the time, however, and because

of incomplete geological knowledge of the area, shallower oil discoveries that were made, were not exploited as it was assumed they would be unprofitable.

As part of the Government's drive to re-evaluate Mexico's oil potential a new study was made of the geology of the Veracruz coast in the old Tampico-Misiones producing area.

The results of this study were re-interpreted. The result was the discovery of a so-called "paleo-channel", a gigantic underground canyon, formed many millions of years ago. This "channel" was filled with alternating layers of clay and sandy deposit, according to Pemex geologists, which have stored enormous amounts of hydrocarbons. The canyon covers an area of about 1,275 square miles, stretching to a length of 76 miles. It has an average width of 154 miles.

Several new wells were drilled to confirm the new geological data and many of the wells which had been drilled in earlier years were re-worked.

There are now about 438 wells, all of which are in production.

The cost of developing the field will be far higher than for a conventional oil field, either onshore or offshore. Earlier this year Pemex said the plan could cost more than US\$35.7bn to implement. During the 13-year development period, however, cumulative production could amount to as much as 2.6bn barrels, worth at today's prices \$58bn. The 13-year period would cover only the development of the field and Pemex is certain that production would continue from the barrels a day.

The wells will have to be drilled close to each other, which is why Pemex considers that it could take as many as 16,000 wells to fully develop the field. It will also need newly developed techniques for fracturing the underground rock

formations to exploit the field commercially.

Chicontepet

will be a massive task.

The total of 16,000 development wells envisaged is greater than the total number of wells drilled in the whole of Mexico (15,895 at the end of 1978) since nationalisation of the oil industry in 1938.

The way in which Chicontepet will eventually be developed is still far from certain. Pemex is aware that the project will have an important impact on both the national and regional economies and is therefore moving carefully to explain its implications. According to one outline plan it has put forward, however, it is suggesting a 13-year development period with the purchase of 30 drilling rigs during each of the first four years. A total of 16,083 production wells would be drilled. At peak output the field could be producing 740,000 barrels a day of crude oil and 1.2bn cubic feet of associated natural gas.

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The cost of developing the field will be far higher than for a conventional oil field, either onshore or offshore. Earlier this year Pemex said the plan could cost more than US\$35.7bn to implement. During the 13-year development period, however, cumulative production could amount to as much as 2.6bn barrels, worth at today's prices \$58bn. The 13-year period would cover only the development of the field and Pemex is certain that production would continue from the barrels a day.

The wells will have to be drilled close to each other, which is why Pemex considers that it could take as many as 16,000 wells to fully develop the field. It will also need newly developed techniques for fracturing the underground rock

formations to exploit the field commercially.

Chicontepet

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The wells will have

Rapid progress in offshore projects

THE SEARCH for oil and gas off the coasts of Mexico has inevitably been overshadowed in recent months by the disastrous blow-out of the Ixtoc 1 exploration well in the south-east corner of the Gulf of Mexico. Alongside the desperate attempts to seal the well and cope with the mounting pollution, however, Pemex, the state-owned oil company has also been pressing ahead quickly with the development of earlier, neighbouring finds in the Gulf of Campeche, an area which is promising to become one of the world's most prolific offshore oil provinces.

Mexico has been producing oil offshore since 1959, but in the past it has limited such developments to extensions of existing onshore production areas in relatively shallow water. There are three producing regions close inshore along the 1,200-mile eastern Continental Shelf: Arriaga, Faja de Oro and Santa Ana, which together average production of about 40,000 barrels a day of crude oil, less than 3 per cent of Mexico's current output.

These operations will quickly be dwarfed, however, by the development plans for the Gulf of Campeche, which will mark Mexico's arrival as a major offshore oil producer. The first oil started flowing from the Cantarell complex of fields in June at about 20,000 barrels a day, but by the end of next year Pemex is aiming to increase production to some 500,000 b/d, the limit of the capacity of the existing pipeline. A second phase of the development could boost production to at least 1m b/d in the early 1980s.

The new Gulf of Campeche oil province is being developed at a hectic pace. Although the oilfields are located beneath rather shallow waters than the North Sea, it is still presenting Pemex with one of its most severe technological challenges to date. Serious seismic work was not started in the area until 1972, but this preliminary exploration work identified more than 60 well-defined structures, which held the strong promise of yielding hydrocarbons.

The series of oil reservoirs

that have been located lie about 40-50 miles to the north of Ciudad del Carmen. They form part of a basin which extends from the onshore Reforma fields in the provinces of Tabasco and Chiapas northward to an area in the Gulf of Mexico about 225 miles from Ciudad del Carmen. The major part of the structures that have been mapped lie in water depths ranging from about 115-250 feet, which mean that development of the fields can be carried out much less expensively than the oil reservoirs that are being exploited in the North Sea. Exploration wells on the Akal and Nohoch structures revealed a thickness of oil-bearing rock of more than 3,280 feet. (Several of the North Sea fields are being developed with "pay zones" of only a few hundred feet.)

Quality

Results of the early drilling work in the Gulf of Campeche suggested that the crude to be produced in the area would be rather heavy with a high sulphur content. The apparent quality of the oil, with a specific gravity of about 24 degrees API, made Campeche crude less attractive than most of Mexico's onshore production. But the latest offshore finds have generated a new wave of excitement in the oil industry as they have discovered crude of a much higher quality. Finds like Abakut and the ill-fated Ixtoc well have tested a light, low-sulphur crude (with a gravity of 31-34 degrees API) which has much more in common with the onshore fields.

The scheme to develop the Cantarell fields was launched from the design stage in 1976, but such as been the pace of the development that by the end of last year the first platforms were already being floated out. The project will eventually involve the installation of more than 30 offshore platforms, of which 23 will be for drilling, another five for production and the rest for accommodation. About half of the installation work will be completed by the

end of 1979, when 16 platforms will be in place, according to Sr Jorge Diaz Serrano, the director general of Pemex. Four platforms were in place by the end of June, from each of which a total of 12 production wells will eventually be drilled.

The reservoirs that are being developed in the first stage of the Cantarell project are collected around the Akal and Nohoch discoveries. (All the structures mapped by the initial seismic work have been given Aztec names.) A maximum of 161 production wells could be drilled, but the initial development programme calls for at least 92 wells to probe the 5 Akal and Nohoch structures. The Cantarell complex is likely to be extended in the early 1980s when the Chac 1, Chac 2, and Abakut finds, which are presently being delineated, are also brought into production.

Before these fields can be developed, however, the Government

will have to raise its present oil production ceiling of 2.25m barrels a day for total onshore and offshore output, and the extra flow of oil will also necessitate the building of a second pipeline.

At present oil is being brought ashore from Campeche through a single 100-mile, 36 in diameter pipeline to a landfall at Dos Bocas, near the town of Ciudad del Carmen. This site is being developed as a major new crude oil export terminal with storage capacity for 11m barrels, but for the moment Cantarell crude is piped further inland, where it is integrated into the onshore oil pipeline network. Because the present Campeche crude output is much heavier than Mexico's main export grade—Isthmus—it is likely that most of the offshore output will be refined in Mexico rather than exported.

The development of the Cantarell fields is severely testing Pemex's management capabilities, and the blow-out at Ixtoc is clearly stretching resources to the breaking point. The onshore headquarters for both operations is the small fishing town of Ciudad del Carmen, on

the blow-out at the Ixtoc exploration well in the Gulf of Campeche at the beginning of June has become one of the world's biggest-ever oil disasters. The scale of the accident has even surpassed last year's sinking of the Amoco Cadiz tanker in the English Channel.

For seven weeks from June 3, when the well first went out of control, oil was gushing from Ixtoc at the rate of 30,000 barrels or more than 15m gallons a day together with 15m cubic feet a day of gas. Desperate attempts to seal the well from the top eventually succeeded in slowing down the flow to an estimated 20,000 barrels a day on July 23, but by then pollution from Ixtoc was already stretching in vast broken patches across the Gulf of Mexico.

Losses

The loss of the crude alone has cost Pemex, the Mexican State oil company, about U.S.\$30m and the cost of the operation to try to shut down the well and to deal with the mounting oil pollution has added extra costs of some \$42m. Pemex has estimated that the bill for dealing with the blow-out, including the recruitment of specialist personnel, the drilling of relief wells, and the hiring of oil pollution equipment from around the world is increasing at the rate of about \$500,000 a day.

Of the 20,000 barrels a day that have gushed from the well for much of August, Pemex has claimed that about 10,000 b/d has been burned into the atmosphere and that a further 5,000 b/d has evaporated. About 1,000 b/d is being picked up by a fleet of emergency vessels in attempts to scoop the escaping oil off the surface of the sea once it has been corralled inside floating booms.

The future of an important part of Mexico's fishing industry is clearly under threat as the pollution borders important oyster beds and shellfish breeding grounds.



fish town of Ciudad del Carmen, has had important repercussions within Mexico and has raised fresh doubts about the pace at which the whole oil industry is being developed. It has thrown a particular cloud over the future of Pemex's charismatic director-general, Sr. Jorge Diaz Serrano, who has been talked of as a future presidential candidate.

In a country as nationalistic as Mexico it has also led to questions over the degree of foreign involvement in the domestic oil industry. The rig, which was working on the fate of the Ixtoc well was under contract from Sedeo, one of the largest U.S. drilling companies.

Sr. Diaz Serrano has made clear that the use of some foreign expertise and equipment in the development of Mexico's burgeoning offshore oil reserves is inevitable, but his statements have failed to allay completely public fears about foreign participation in Mexico's oil industry.

Matters have been further complicated by the fact that Sr. Diaz Serrano was a founder member of the Mexican drilling company, Pemarco, which contracted in the Sedeo rig. This fact alone has raised many questions in the Mexican Press over Pemex's contracting policy. But the director-general said recently that he had sold all his shares in the company and had severed any connections with it in October 1975.

The main hope for controlling the blow-out lies in the drilling of two relief wells to the same depth as the existing well. When they reach the target depth, mud and cement can be pumped down with the hope that this will be sucked up into the Ixtoc well where it will set hard and seal off the flow of oil and gas. This is a long process, however.

The first relief well was begun on June 11, and is unlikely to be completed before the second half of September. The second relief well will not be finished before the beginning of October.

K.D.

CONTINUED ON NEXT PAGE

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MEXICAN OIL AND GAS IV

Plenty of would-be buyers

MEXICO HAS the potential to emerge in the later 1980s as one of the world's major oil exporting states, outstripping even Iraq and Iran. By the end of next year, the country will already have established itself as one of the more important oil producers with output on a scale that will rival several members of the Organisation of Petroleum Exporting Countries such as Kuwait, Libya and Venezuela.

For the moment, however, the Government has only committed itself as far ahead as the end of 1980 with the formal

target of exporting 1.1m barrels a day (a barrel contains 35 Imperial gallons) during the second half of the year.

All this additional export oil, which will become available gradually over the next 12 months as production increases, has already been committed to new and existing customers under long-term contracts. But other would-be buyers of Mexican oil have hardly been deterred by the fact that they will have to wait until 1981 at the earliest for new supplies to come on the market.

A growing line of potential

customers, ranging from the Heads of State of some of the world's leading oil-consuming countries to the chairmen of the major international oil companies, have streamed into Mexico City in recent months in search of secure supply contracts for the future. Their presence is a vivid reminder of the dramatic change that has overtaken the fortunes of Mexico's oil industry during the 1970s.

From 1957 until the second half of 1974, oil production was unable to keep pace even with rising domestic industrial demand, and Mexico actually became a net importer of crude oil. The discovery of the vital Reforma oil fields in the southern states of Chiapas and Tabasco in the early 1970s transformed the industry's prospects, however, and by the second half of 1974 Mexico was again producing a surplus of crude allowing it to return to export markets.

During the first six months of 1974, Mexico was still having to import 33,834 barrels a day of crude oil, but by the end of the year it was exporting 60,000 b/d and six months later the total had doubled to 120,000 b/d. Last year exports averaged 365,000 b/d, an increase of just over 80 per cent compared with 1977. An equally impressive rise is forecast for 1979 with the target set at an average of 672,000 b/d.

Several countries have attempted to set up counter-trade deals with Mexico, which would guarantee some access to Mexican markets for their manufactured goods. In exchange for buying Mexican crude, but oil is currently a seller's market, and Mexico has no need to resort to such deals which could restrict the scope of its import purchases. In a similar vein it is showing little interest in the various crude oil exchange deals that have been proposed, preferring to deal directly with final customers.

The allocations have been eased to about 30 per cent in the third quarter of the year and Pemex is hoping to build up supplies to the full contract quantities during the last three months of the year.

K.D.

Exports are currently running at about 550,000 b/d, some 100,000 b/d below the original target for August. Of this total the U.S. is taking 85.8 per cent, Spain has a contract for 60,000 b/d, and Israel for 45,000 b/d.

Several new contracts have been agreed for next year as Mexico seeks to diversify its markets with the higher level of exports. By the end of next year, Spain will be receiving an extra 100,000 b/d and a similar deal has been agreed with Compagnie Francaise des Petroles (Total), the French oil company.

Mexico could scarcely have chosen a more auspicious period to return to world oil markets.

The turmoil in Iran and the 10-week halting of oil crude oil exports from that country demonstrated to the oil-consuming countries the fragility of the long supply lines from the Middle East. Countries and oil companies eager to gain firm contracts from non-OPEC sources looked to Mexico as one of the few oil producing countries in the world that was actually increasing output and which at the same time could offer the prospect of secure supplies.

Inevitably, Mexico's major market for its crude oil, as far as most of its exports, is the U.S. This year about 85 per cent of its crude sales are being made to the U.S. for a group of more than 14 companies, including sales to the U.S. strategic reserve. Petroleos Mexicanos (Pemex), the Mexican State oil company which is responsible for all crude oil trading, is trying to diversify its markets and has talked ambitiously of trying to reduce America's overall share in its crude and still remain competitive, because its transportation costs are so much lower.

As a result, at the beginning of the year Mexico was charging \$14.10 a barrel for its crude, compared with Saudi Arabia's price of \$13.34 for its Arab Light and Iran's price of \$13.45 for Iranian Light. Such a premium is still competitive in the U.S. market and Mexico is unwilling to drop its price for sales to more distant countries in the Far East or Europe.

America is the natural market and as long as Mexico refuses to accept any economic penalty by selling elsewhere at more competitive prices, the U.S. appears certain to maintain its position

Mexico's oil exports will be determined chiefly by the ability of the economy to absorb the rapidly rising oil revenues. Estimates from outside the country have suggested that Mexico has the reserves and could develop the technical capacity to be exporting as much as 4.5m barrels a day in the early to mid 1980s. But more realistic projections of the economy's ability to use the higher revenues indicate a level of exports of no more than 1.8m-2.5m b/d by 1985, rising to a maximum of perhaps 5m b/d by 1990.

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MEXICO'S CRUDE OIL EXPORTS

Figures expressed as 1,000 barrels a day.

(All contract supplies subject to allocation cuts)

	1979	1980	1981
United States	673	776	—
Spain	—	160	210
Israel	45	45	—
France	—	160	—
Brazil	—	20	—
Japan	—	160-200	—
Canada	—	—	250
Sweden	—	—	50-70
Total (by year end)	728	1,106	7

* No firm contract yet agreed with Japan. * Can only be fulfilled if 1.1m b/d 1980 export target is raised.

Source: Pemex

U.S. CUSTOMERS FOR MEXICAN CRUDE OIL

Figures expressed as 1,000 barrels a day

(All contract supplies subject to allocation cuts)

Customer	1st quarter 1979	4th quarter 1979
Shell Oil	100	160
Exxon	100	160
Ashland	40	90
Atlantic Richfield	40	70
Clark	40	70
Mobil	20	40
Amoco	20	40
Coastal	20	20
Phillips	10	30
Sun Oil	10	20
Union Oil	—	20
Tenneco	—	20
Cities Service	—	20
Charter	10	30
Others	15	28
Total	425	778

Source: U.S. industry estimates

MEXICAN CRUDE OIL PRICES

(Figures in U.S. dollars/barrel)

1978	Mexican Isthmus	Arabian Light
1st quarter	13.40	12.70
2nd quarter	13.40	12.70
3rd quarter	13.10	12.70
4th quarter	12.10	12.70
1979		
1st quarter	14.10	13.34
2nd quarter	17.10	14.54
3rd quarter	22.50	18.00

Source: Pemex

U.S. industry estimates

as the dominant buyer. According to Sr. Juan Alpuru, Pemex's director for foreign trade, the U.S. is still expected to be taking up to 75 per cent of Mexico's crude oil sales when the export ceiling of 1.1m b/d is reached at the end of next year.

Mexico is unlikely to seek to become a member of OPEC to

become a member of OPEC in the foreseeable future, but like other non-OPEC oil-producing states, such as the U.K. and Norway, it is happy to follow its lead in setting higher prices.

Prices

Mexico has more than kept

pace with the general OPEC

rises and when Saudi Arabia

began to fall behind other

OPEC members earlier this year

in increasing prices, Mexico de-

cided to follow the front-

runners such as Iran. As a

result it raised its crude price

to \$17.10 a barrel at the begin-

ning of April, and following the

last wave of OPEC increases it

pushed the price of Isthmus

crude up to \$22.50 from the

beginning of July. Its present

price compared with the \$12.10

a barrel that Saudi Arabia is now

charging for Arabian Light and

Iran's price of \$22 a barrel for

Iranian Light.

Mexico recognises that it has no interest in trying to undercut OPEC prices. In a major

dispute last year, Sr. Jose

Lopez Portillo, the Mexican

President, accepted that Mexico's hydrocarbon reserves had

given it "considerable leverage

on a world-wide scale," but he

warned that the Government

would always seek to "fix" raw

materials their just value."

The pricing policy is still

flexible, however. At times of

over-supply, Mexico has been

willing to drop its price slightly

to hold on to its market share.

In response to the temporary

glut of crude oil supplies on

the world market in the first

half of last year, Mexico lowered

its oil price by 30 cents to

\$18.10 a barrel and was then

quick to raise prices again as

supplies tightened towards the

end of the year.

In present credit terms of 60

days are rather more generous

than those offered by Saudi

Arabia (30 days), but according

to Sr. Alpuru, the terms will

be reviewed later this year and

could well be shortened for

the fourth quarter. "If conditions are ripe."

K.D.

Big effort to boost refining capacity

PEMEX, the State-owned oil corporation, is pushing ahead with an ambitious programme to increase greatly the country's refining capacity and to lay a national gas and oil pipeline system.

The amount of crude oil processed last year increased by only 3.5 per cent to 881,700 b/d. Average daily production of crude rose by 22.5 per cent to 1.3m b/d.

As a result, overseas sales continue to be almost exclusively crude oil and not the more profitable value-added products. Crude exports were worth \$1.8bn in 1978 and refined products \$9.3m. Imports of refined products were worth \$14.4m.

This situation will substantially change when the Cadereyta refinery, Mexico's largest, was inaugurated on March 18, the 41st anniversary of the nationalisation of the oil industry, is operating at full capacity.

With a population of 67m Mexico has a large domestic market for refined products and an export potential in this area.

The Cadereyta refinery

Much interest from foreign companies

MANUFACTURERS of oil Mexican companies were working flat out on the gas pipeline. Sr. Raul Cisneros, director of supplies for Pemex, said: "As long as Mexico cannot produce the country is intensely nationalistic about its oil, and that a thorough knowledge of the intricate workings of the Mexican system is also needed to penetrate the market."

The snag is that Mexico nationalised its oil industry in 1938 and so, for political reasons foreign participation in oil exploration and development—which has been confined chiefly to offshore and is not very great—has to be kept in the background.

Exploration is done both by wholly-owned private Mexican companies working with Pemex and by Pemex itself or in some cases, by joint ventures with majority Mexican participation using mainly technology developed by the Mexican Petroleum Institute. Mexico has had 41 years' experience in developing its oil industry.

However, in the realm of supplying equipment there is tremendous scope for foreign companies either by exporting to Mexico or establishing a joint venture.

Last year Pemex bought about \$100m worth of equipment, ranging from pipelines to compressors and more specialised machinery. Well over half of it had to be imported because manufacturers in Mexico could not cope with the demand. This year the same amount, probably more, will be imported.

In 1977 Pemex had to import most of the 48 in diameter pipe needed to build a 774-mile pipeline connecting Cactus in the south to San Fernando, near Monterrey, because Mexico's industry could not meet such a demand in the given time.

At the same time work had started on developing the offshore fields in the Bay of Campeche. Again pipeline contracts had to be awarded to foreign companies, mainly in this case Brown and Root in Houston, Texas, because the few

on Pemex to continue increasing output.

Pemex has already committed the 1.1m b/d and has additional preliminary agreements for a further 170,000 b/d to Spain, Sweden and Canada. This oil can be supplied only if Pemex gets permission from the Government to increase the 2.25m b/d.

"Not until at least 1983 will Mexico be on the way to producing a lot more equipment itself," said an expert in the equipment business.

At the moment Pemex gives a 15 per cent advantage to national or joint venture companies when it puts out to tender. Pemex's suppliers are mainly from the U.S. and to break this virtual monopoly is a problem for European companies.

The representative of a British oil company, trying to establish a commercial relationship with Pemex, lamented:

"When someone in Pemex wants something he just gets on the first flight to Houston or New Orleans and meets some of his buddies from his days when he trained or worked in the U.S. If you mention Manchester or Birmingham to Pemex engineers they just stare at you."

The "Texas connection" is a strong one, Pemex's director, Sr. Jorge Diaz Serrano, has numerous contacts from his Texas days as a young engineer which have been kept up.

One glimmer of hope for Britain, in a field where it is conspicuous by its absence, is that with the advent of offshore production in the Bay of Campeche, Pemex may find that it needs technology developed in the North Sea. But as yet there is no sign of this, for water depth in Mexico's offshore production is very shallow so far compared to the North Sea.

Apart from the U.S. domination of the other problem, endemic to other sectors of Mexican industry, is for a company to establish itself. There is no doubt that contacts in high places go a long way towards solving it.

This measure has already been applied to Venezuela and Ecuador in Latin America and though they could hardly be farther removed from the Arab-Israeli conflict, were it to be applied to Mexico, whose principal market is the U.S., it could cause severe damage to Mexico's export prospects. The potential damage would be much greater than that suffered by those OPEC countries which export little other than oil or which are not as dependent as Mexico is on the U.S. market.

The following case illustrates the point. Recently several businessmen with many years' experience in Mexico set up a company to identify advanced technological needs for Pemex and to put companies offering these needs and equipment in touch with Pemex. It also pursues joint venture possibilities.

A member of Pemex is on the company's board and the company pays "retainers" to Pemex employees to keep their eyes open for anything which might be of interest to the company.

This way the company knows exactly what Pemex is looking for and can go straight to the right person and offer a service.

The company reports promising business.

William Chislett

Ventures

The Mexican EPN Group and the Lanzagorta Group, the country's largest holding companies in the oil business, recently set up joint ventures with U.S. companies such as Delaval Turbines, McDermott, Stockham Valves and Walworth. The Chihuahua Group has a joint venture with Smith International.

Brown and Root and Halliburton are actively contracted by Pemex. Ideco, Rolls-Royce, Schlumberger are all here. The Dutch Netherlands Offshore Company partners Proteza, one of Mexico's most powerful construction companies, in a joint construction agreement, and upended three jackets in the Campeche development. UGlands Rederi, of Norway, also took part in this development and operated a derrick barge.

The need for equipment will be huge in the coming years. Pemex is investing about \$3bn a year to reach a production plateau of 2.25m barrels a day by the end of 1980 and an export plateau of 1.1m b/d. After that there will be strong pressures

to be applied to Venezuela and Ecuador in Latin America though they could hardly be farther removed from the Arab-Israeli conflict. Were it to be applied to Mexico, whose principal market is the U.S., it could cause severe damage to Mexico's export prospects. The potential damage would be much greater than that suffered by those OPEC countries which export little other than oil or which are not as dependent as Mexico is on the U.S. market.

But, having made that decision, Mexico has made it clear that it will seek all the price benefits which stem from OPEC pricing policy and President Echeverria and President Lopez Portillo have several times emphasised that Mexico will never undercut OPEC. Mexico has moreover expressed interest in getting together with Britain, Norway, Canada and other major oil producers which are not members of the organisation for talks with OPEC on ways of co-ordinating policy.

There is, nevertheless, some continuing nervousness in OPEC circles about future Mexican oil policy and fear lest U.S. pressure becomes so great as to oblige Mexico to retreat from OPEC price levels. Venezuela, one of the founder members of OPEC, also wonders whether increasing Mexican production and exports to the U.S. will not one day pose something of a threat to its own oil exports to that country.

Mexicans for their part feel that the Mexican action in holding out strongly for a reasonable price for natural gas sold to the U.S. should assuage OPEC fears about its pricing policy.

Having taken account of U.S. susceptibilities about OPEC, Mexico is in no particular hurry to tailor its oil development to the needs of the U.S. market. Indeed, there has been no little incredulity in Mexico that the U.S. should appear to expect its neighbour to push ahead with the job of increasing production to fill shortfalls in U.S. imports and to sell its products at less than the going price.

Needs

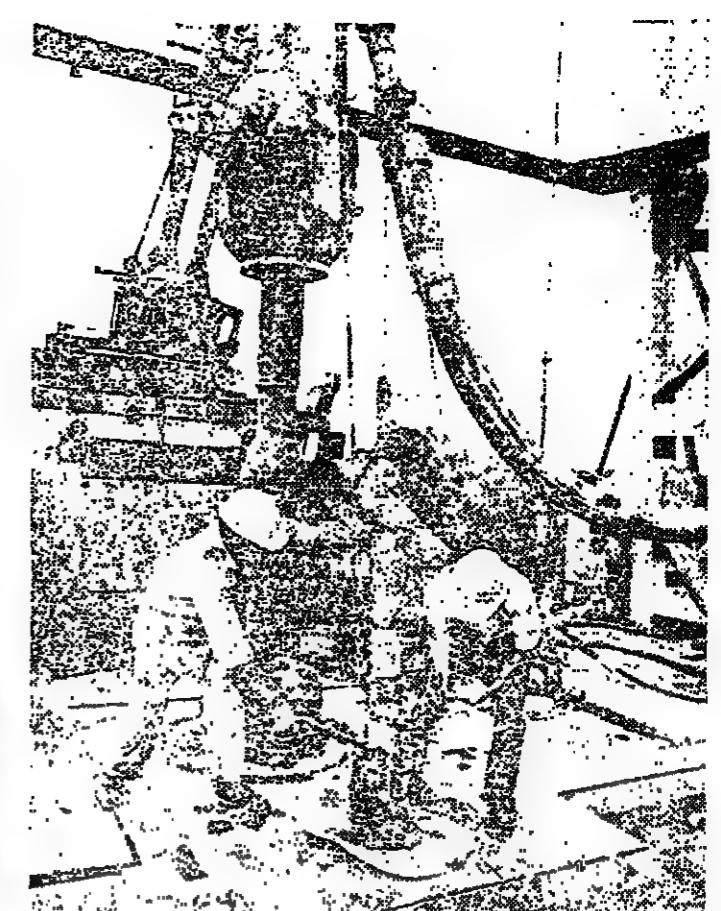
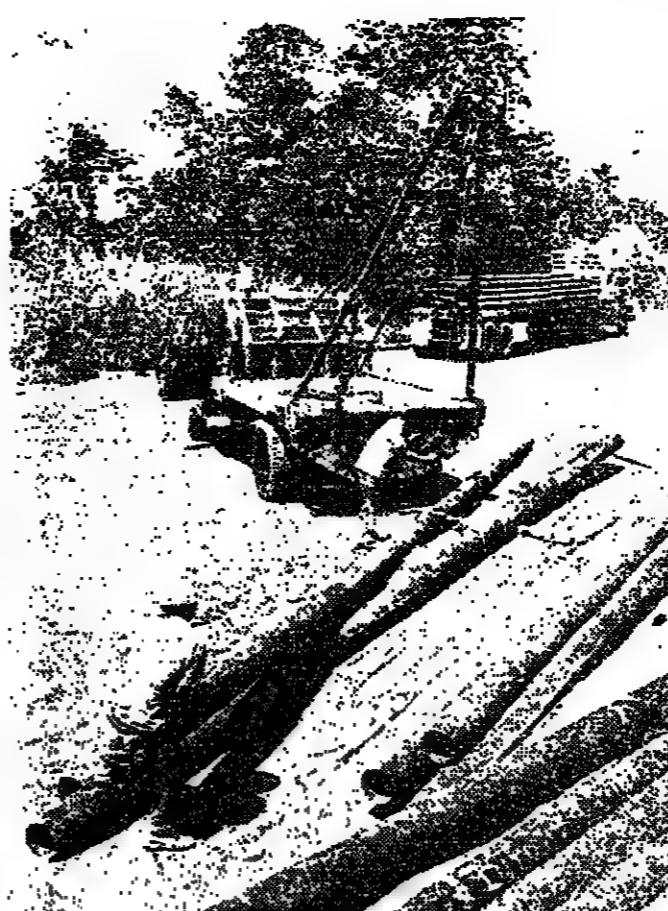
"Mexico's oil and gas are to be developed in accordance with Mexico's needs," President Lopez Portillo has said firmly. With well over half all Mexico's exports already going to America—and the U.S. providing the largest slice of the tourist trade—the Mexican Gov-

ernment is anxious that its dependence on the U.S. should not increase. For that reason it has been waiting for America to match its asking price for the sale of natural gas and has rejected U.S. arguments that if Mexico does not sell to the U.S. it will not be able to sell anywhere.

The U.S. is, in fact, taking 85 per cent of oil exports but agreements (some preliminary), have been signed with Spain, France, Brazil, Sweden, Canada and, most importantly, Japan, which should dilute U.S. dominance of the market.

The difficulty about diversification is that non-U.S. markets are often unwilling to pay the premium price that Mexico receives from the U.S. which takes into account the cheap transport costs for Mexican oil when compared to the tanker freights which have to be paid for Saudi Arabian or Venezuelan oil.

Hugh O'Shaughnessy



The development of Mexico's oil and gas industry will bring huge demands for equipment in the coming years. Above, left: pipes being moved from a store in the Reforma fields in the State of Tabasco; and, right, roustabouts at work on a rig, near Villahermosa.

OPEC invitation declined



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MEXICAN OIL AND GAS VI

Problems on gas exports

THE RATE at which the Mexican gas industry will be able to grow during the early 1980s has been thrown into uncertainty by the lack of any conclusive agreement with the U.S. over natural gas exports.

When the first set of negotiations broke down at the end of 1977, Mexico embarked on an ambitious programme of trying to switch important parts of the manufacturing industry and the power industry away from oil to natural gas as their basic energy source. New outlets were needed for its increasing gas production, much of which would otherwise have had to have been flared wastefully into the atmosphere.

Talks with the U.S. were finally resumed earlier this year after a visit by President Jimmy Carter to Mexico City in February appeared to clear the air of mistrust and misunderstanding that had clouded relations between the two countries. Both sides are still hoping to reach agreement by the time the Mexican President, Sr. José López Portillo, visits Washington next month. But negotiations in recent weeks have not proceeded smoothly and the bargaining to find an acceptable price formula has become increasingly tough.

Scale

It is already clear that the scale of the contract first envisaged in 1977 has in any case been substantially reduced and the Mexican Foreign Ministry said this month that the new deal will only concern supplies of about 300m cubic feet a day of natural gas compared with the 2bn cubic feet a day discussed two years ago.

Mexican natural gas production is increasing rapidly in line with the sharp rise in crude oil production. Much of the gas output comes in the form of associated gas produced along with the crude. If there are no available outlets for this gas, the only alternative is to flare it into the atmosphere. The problem of making use of associated gas production is common to all major oil producers, but it is one which will become increasingly acute for Mexico, where many of the recent onshore oil discoveries have a very high ratio of gas to oil.

Natural gas production reached a new peak last year of 2.561m cubic feet a day, an increase of 25 per cent over

1977. Of this, 63 per cent came from associated gas production, chiefly from oil fields in the southern states of Chiapas and Tabasco, while the remaining 37 per cent was produced from independent gas fields.

The prolific southern fields, which account for the majority of Mexico's crude oil production, also produced 68 per cent of the country's natural gas. The Poza Rica fields along the coastal plain of the Gulf of Mexico produced 7 per cent of the total, with the remaining 25 per cent coming from fields in the north of the country, chiefly around Reynosa.

Mexico's record in using its associated gas bears comparison with most oil-producing countries. But the wasting of gas is still a sensitive domestic issue, which could cause serious problems for Pemex, the Mexican State oil company, during the early 1980s. It claims that about 13 per cent of gas production—some 336m cubic feet a day—was flared last year, when oil production was averaging 1.3m barrels a day.

By contrast in 1978, when oil production had barely reached 900,000 barrels a day, Pemex was flaring 550m cubic feet a day of natural gas. According to Sr. Jorge Díaz Serrano, the director-general of Pemex, flaring earlier this year, with a crude oil output of 1.5m b/d, had been cut back to only 200m cubic feet a day and by the end of the year it should be reduced to some 100m cubic feet a day. (For comparison, the UK, which is producing 1.7m b/d of crude oil, is currently flaring up to 700m cubic feet a day of natural gas.) Total gas production in Mexico this year is expected by Pemex to reach an average of 3.181m cubic feet a day.

When it comes into use, probably later this year, the line should be capable of carrying up to 800m cubic feet a day of gas with the pressure generated at the southern oil fields. With the addition of up to 17 costly compressors, however, the capacity of the line can be boosted to 2.7bn cubic feet a day according to demand.

Along the route to Monterrey, Pemex has announced plans to build a number of offshoots from the trunkline to feed gas to towns such as Coatzacoalcos and Tampico. Several such areas are being planned as new industrial sites. This is far in excess of prices

paid to domestic U.S. gas producers and is also much higher than the \$2.80 per thousand cubic feet currently paid to Canada for its gas exports to the U.S. In six sessions since February the Mexican and U.S. Governments have moved slowly towards producing an agreed framework, within which the gas companies can then negotiate a detailed agreement, but some of the early momentum has been lost. The Mexicans have continued to press for the gas price to be linked to the price of the fuel it would be substituted.

If agreement is reached the amount to be supplied will be about 300m cubic feet a day, the Mexican Foreign Affairs Secretariat said earlier this month, rather than the 2bn cubic feet a day discussed in 1977. But the two parties are still bargaining fiercely over the price—either side of \$3.50 per thousand cubic feet—and a formula for future increases.

There is much more at stake for Mexico than simply the issue of gas contract, however.



In the long term the failure of the U.S. to export gas could act as some sort of brake on oil production. • What opportunities emerge for using excess gas output as a means of secondary recovery of oil production? • The success of the domestic conversion programme and the resulting increase in local oil discoveries. • How well the extra petro-

leum can be absorbed without disrupting the economy.

• The ratio of gas to oil re-injection into the oil reservoirs.

• The long-term future of the national heritage to the U.S.

Pemex, the pivot of Mexico's economy

PETROLEOS MEXICANOS (Pemex)

Pemex, the giant State-owned oil corporation, is a bureaucratic monster with a reputation for inefficiency and worse. It is all the more remarkable then that this third largest corporation in Latin America, in terms of sales (after Petróleos de Venezuela and Brazil's Petrobras), should have become the pivot of the Mexican economy and be moving with some success towards fulfilling the Government's dream of making the country financially independent.

Pemex is the bastion of nationalism in an intensely flag-waving country. Its four 12-storey buildings in Mexico City are named after key dates in Mexican history: 1810 (Mexican Independence); 1910 (the revolution which overthrew the Right-wing dictatorship of Porfirio Díaz); 1917 (the country's constitution which enshrined the principles of the revolution); and 1938 (nationalisation of oil).

Founded on June 7, 1938, less than three months after the Government of General Lázaro Cárdenas became the first in the world to nationalise all foreign-owned oil companies, Pemex has, during the last 40 years, laid the groundwork for Mexico's industrialisation by supplying cheap fuel. More recently, with the discoveries of immense onshore and offshore oil and natural gas deposits, it has started to move into high gear with an increasingly vigorous export policy.

Power

No other organisation is more representative of contemporary Mexico. It is a bureaucratic hot-house, with a total labour force, including temporarily hired workers, of around 100,000, where some top appointments are said to be still made more on a basis of political patronage than talent. Its union, the most cosseted in Mexico, has worked itself into a position of tremendous power and political clout. The way Pemex works is shrouded in secrecy—it's public approach to anything smacking of "foreign" borders, at times, on the xenophobic.

The general public regards the corporation with a mixture of awe and disdain, quick to rally behind it in times of trouble, or when it might be under attack, but equally quick to criticise it in private for its mixed reputation.

Last year, Pemex's oil exports were worth \$1.8bn, while imports (mainly petrochemicals and capital goods) were worth \$1.2bn. This year, however, Pemex's balance sheet should really start to reflect the results of the massive investment programme, aimed at boosting oil production from 1.6m b/d to 2.25m b/d by the end of 1980. Even after subtracting imports and foreign interest payments, Pemex should be left this year with around \$2bn trade surplus, on the basis of earning \$3.5bn in oil exports.

In the first quarter of this year Pemex's oil exports were worth \$66.3m. Since then, there has been a substantial increase in the price of Mexican oil for the second and third quarters, with the possibility of another rise for the fourth quarter.

But Pemex's financial picture is infinitely more complicated than this, for the monopoly is engaged in a costly investment programme of at least \$1.7bn, (with a heavy borrowing requirement) between 1977 and 1982, the end of the six-year term of office of president José López Portillo.

Nevertheless, last year's balance sheet shows how distant are the difficult days when Mexico cast off the foreign domination of its oil industry and struggled for survival in the face of a boycott imposed by the oil companies; Britain broke off diplomatic relations for three years.

Then, American observers thought that Pemex would die a natural death and that it would only be a matter of time before foreign companies were allowed in again. Later, Paul Getty scarred the soul of Pemex with his remark: "It is the only oil company I know that loses money."

How wrong these views have been proved to be!

Pemex's investment last year totalled \$2.7bn pesos (\$2.7bn), 70 per cent more than in 1977. Pemex was able to finance a good proportion of this investment from its own funds. Revenue from foreign and domestic sales increased by 44 per cent in 1978 to 11.2bn pesos (\$5.1bn). Expenditure, including operating costs, investment, debt interest and taxes, was 16.4bn pesos (\$7.4bn).

The heavy investment programme is a burden on Pemex's resources at the moment, but it is vital if the corporation is to reap the reward in the future from increased production. Pemex borrowed 51.3bn pesos (\$2.25bn) last year from foreign and domestic creditors—86 per cent more than in 1977.

Debt service and amortisation amounted to 18.3bn pesos (\$8.02m), or 18 per cent of total income. As of December 31, 1978, the long-term debt stood at 47.8bn pesos (\$28.2bn). Pemex's net indebtedness at the same time was 38bn pesos (\$1.4bn) and its gross debt is estimated at 109bn pesos (\$4.7bn).

Pemex will continue for some time to be one of Mexico's major foreign borrowers and under increasingly good terms unless the present excess of liquidity on international financial markets tightens. As each new oil discovery is announced, so Pemex's rating seems to get better and better.

In August Pemex started to arrange a \$1.6bn banker's acceptance facility in the U.S. money markets which, according to bankers, is the largest ever operation of its type. The short-term finance for future oil and gas exports to the U.S.

In many ways, Pemex is being used as a sounding board for Mexico's other loans. The prospects of Pemex are considered so good that in the two latest Euromarket loans—not directly for Pemex—Mexico, a developing country, is receiving loans on terms hitherto only granted to major industrial countries.

In one of these Euromarket loans, \$120m is being raised for the State's foreign bank, Banco Nacional de Comercio Exterior, with a 10-year maturity at 1 per cent above LIBOR.

Earlier this year, Pemex announced that it was to retire well ahead of schedule two Eurocurrency credits, totalling \$600, which were contracted in 1976 and 1977 when Mexico was undergoing a severe financial crisis after the 80 per cent devaluation of the peso.

There is growing criticism from the newly-organised Left, (including the Communists, who for the first time are represented in the new Congress, elected in July), that the Pemex financial picture is not what it should be because of inefficiencies, wasted resources and corruption.

These critics point to the enormous cost of operating Pemex—43.4bn pesos (\$1.5bn) last year—an excessive current expenditure, compared to capital expenditure.

It is difficult to pin down allegations of corruption. There is a cosy relationship between Pemex and the Government and no Pemex official is known to have come to trial for alleged "mishandling" of funds. But

the belief is widespread that bribery and corruption are rife among sections of the oil industry.

Pemex's image is not helped by the fact that its permanent staff of 54,775 enjoy the best salaries and conditions in Mexico. The long line of U.S. limousines for its top executives, double-parked, with pistol-brandishing chauffeurs outside Pemex's building, is in sharp contrast to the mass of beggars Indians around the city who cannot afford the bus fare.

Union

Union leaders and other Pemex staff owe their position of strength to historical circumstances. After the nationalisation of oil in 1938, which marked the high tide of Mexican populism, a fierce dispute developed between the Left and Right-wing sectors of the ruling Institutional Revolutionary Party as to whether foreign investment should be allowed to return to the oil industry.

President Miguel Aleman (1946-52) adopted a more pro-U.S. capitalist approach but could not sway the lobby behind the pro-labour, reform-minded former president, General Cárdenas, when oiling was intensified.

Then, in 1972, came the development which more than anything else altered the panorama for Pemex. At the same time that Mexico started to import oil on a significant scale, because production was not sufficiently developed, Pemex discovered oil fields in the southern states of Chiapas and Tabasco. They enabled Pemex from a drain on the Treasury to become a major taxpayer, which last year contributed 30.2bn pesos (\$1.3bn), about 12 per cent of total Mexican Government receipts—as against 19.7m pesos in 1977.

Pemex pays federal taxes to the Government at the rate of 12 per cent on total revenues from petrochemicals, and at the rate of 7 per cent on other revenues. The corporation also covers a 60 per cent tax on import purchases and export sales.

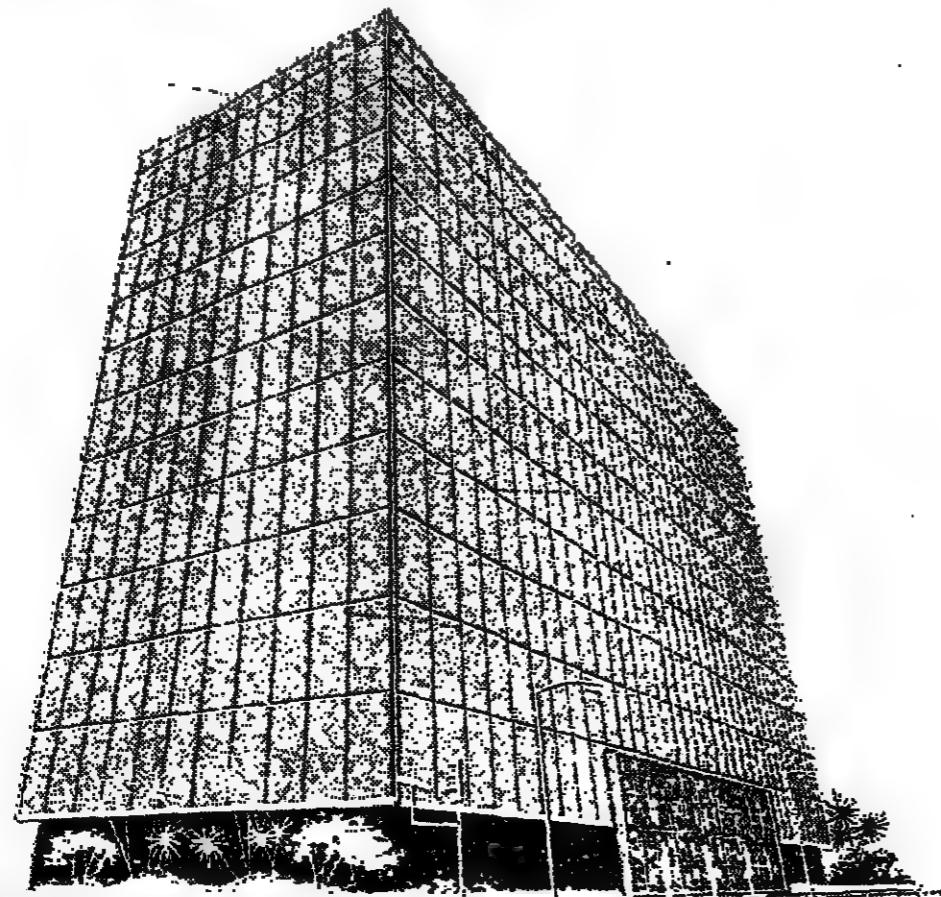
The Reforma discovery—a major one in the world oil context—was the first large find by Pemex since the "golden lane" at Poza Rica was developed by foreign companies in the early part of the century.

In 1973, a 15-year price freeze on oil prices was lifted. Pemex's exploration and development budget went up by a much-needed 60 per cent to enable the Reforma area to be exploited.

By 1975, imports stopped and since then, Pemex has gone from strength to strength with proven hydrocarbon reserves increasing sevenfold since then to the present 40bn barrels.

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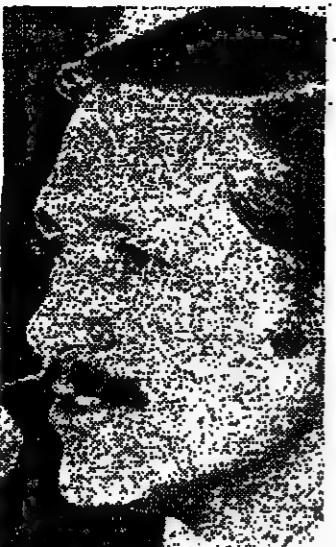
Chase

MEXICAN OIL AND GAS VII

مکانیک ایجاد

Leading personalities in the industry

Among the most influential men in Mexico are Sr. Jose Andres de Oteyza—a Government minister and chairman of the board of Pemex, the State oil corporation—and Sr. Jorge Diaz Serrano, the head of Pemex. The most respected critic of Pemex is Sr. Herberto Castillo, as WILLIAM CHISLETT reports in the following profiles.



Jose Andres de Oteyza

AS MINISTER of National Patrimony and Industrial Development and, at the same time, chairman of the board of Pemex, the State-owned oil corporation, Sr. Jose Andres de Oteyza is a key figure in Mexico's oil industry. It has been his job to draw up a plan on how to use the oil revenue to expand industry.

The National-Industrial Development Plan came out in February and is the first coherent policy on how the oil wealth should be used. Also, for the first time, it goes beyond the period of an incoming administration and contains industrial strategy until 1980. President Jose Lopez Portillo's term of office ends in 1982.

Normally, economic plans paralleled the six-year presidential terms of office, but, as Sr. de Oteyza was quick to recognise, longer-term planning is needed if Mexico is to avoid going down the inflationary road of other oil-producing countries, such as Venezuela.

The plan's principal author is only 36 and was plucked out of

his job as co-ordinator of the Institute of Social, Political and Economic Studies of the ruling Institutional Revolutionary Party to head the ministry in 1976.

After a prize-laden four years at the National Autonomous University studying economics, he spent two years at King's College, Cambridge, for his M.Sc. (Econ.) and returned to Mexico to hold a series of top Government posts.

With a reputation for having all the facts at his finger tips and being able to present them in detailed speeches without using notes, Sr. de Oteyza is a rising star in Mexico.

But for the fact that his parents are Spanish he would most probably be one of the candidates as the country's next President. However, the Mexican Constitution bars anyone not of Mexican parentage from being President.

His parents died Spain at the end of the civil war in 1939.

The basis of the plan, at least until the end of the present administration, unless there are any surprising and radical changes of policy, is that Pemex will reach a production platform of 2.25m b/d by the end of 1980 with exports of 1.1m b/d. The platform will then rise to around 2.5m b/d with exports of 1.5m b/d by 1982.

"The money from these exports is what we have estimated the economy can digest," he said in an interview.

The plan predicts that with the petrodollars flooding into the country—over \$4bn from crude exports this year based on current prices—the Mexican economy can "take off".

Priority goes to steel, electricity, capital goods, agro-industry, petrochemicals, pharmaceuticals, textiles, shoes and cars.

Centralisation plays a prominent role with the creation of 11 new development zones and attractive fiscal incentives will be given to the private sector to go to these areas and complement public sector works.

Unemployment, which coupled with underemployment is estimated at about 50 per cent, is Mexico's most pressing

problem. The minister rejects the charges that the plan's estimate that 12.6m new jobs will be created between now and 1980, is unreal. He argues that with 10 per cent economic growth—as is projected after 1982—the creation of so many jobs is possible. "Japan and Brazil created a considerable number of jobs when their economies grew at 10 per cent," he says.

Sr. de Oteyza is an expansionist, as his job requires him to be. He does not hold to the theory, which is current in some Government circles, that Mexico should slow down its development in order to try to reduce inflation.

Inflation this year, he says, would be about 18 per cent, higher than originally forecast. "The risk here is to grow very little and still have high inflation which is what is happening in many countries. The U.S. is in recession and has high inflation. We believe that

inflation should not inhibit us from growing. It will not be the decisive factor," he adds.

"The fundamental factor is to grow and to grow quickly because we have a population which is increasing very quickly (by about 3 per cent a year) and which has alarming levels of poverty."

Sr. de Oteyza sees the oil as an "historic and, perhaps, last chance" to accelerate the country's growth. And clearly there is far more oil than Pemex has so far officially estimated.

When I asked the minister for an estimate of the country's immense offshore oil reserves in the Bay of Campeche (which came on stream in June), he replied with a broad grin: "I can't give you that figure."

He then chuckled as I tried to persuade him to give some comparisons. All he would say is that this key question was that the 40bn barrels of proven reserves took into account only a "small part" from offshore.



Herberto Castillo

Sr. HERBERTO CASTILLO, head of the Left-wing Mexican Workers Party (PMT), is the most vociferous and respected critic of Pemex, the State-owned oil corporation, which, he argues, is far from solving the country's immense social and economic problems, but

only aggravating them by increasing production in order to boost exports.

If he ever became Mexico's energy minister (of which he knows there is not the slightest chance), he would radically change the country's oil policy.

He would hold production to a level required for national needs, cut exports to a minimum, increase the domestic price of oil and gas and give far more importance to developing alternative energy sources particularly nuclear and fostering agricultural growth.

Otherwise, he says, Mexico will not solve its problems and will only use up all its oil and become heavily in debt.

Sr. Castillo, an engineer, who has, incidentally, taken out a patent on a bridge he designed, admits that Mexico is about on a sea of oil, but fears that governments may be so eager to get it out of the ground, under pressure from oil-importing countries, that by the next century Mexico will itself be importing oil—"By then there will be few oil markets if world consumption continues at its present rate," he says.

When we met in the tatty PMT offices, which are dotted with revolutionary posters and a pencil drawing on his wall of General Emiliano Zapata, hero of the 1910 Mexican revolution.

Sr. Castillo was busy working out an equation. His mathematical mind makes his arguments sound quite convincing.

"Mexican politicians have doctorates in lying," he says.

"I know of no other country

where a Government so often does the opposite of what it says."

The basis of his argument against Pemex is that: "No under-developed country in the world has emerged from underdevelopment by selling its oil.

until he was found by the police and imprisoned, without trial, until 1971. He was accused of being the intellectual author of the student demonstration just before the 1968 Olympic Games in Mexico City when the army massacred many demonstrators.

While he was in prison he was offered freedom if he lived in Uruguay. He turned down the offer—and also another suggestion made after he was released to be director of the country's science and technology council. Attempts were made to "buy" him, he says, and finally, when he was asked what he wanted and replied: "To be free and to form my own political party." To his astonishment he was then told that the Government would not only permit it but would also finance it. He declined the offer.

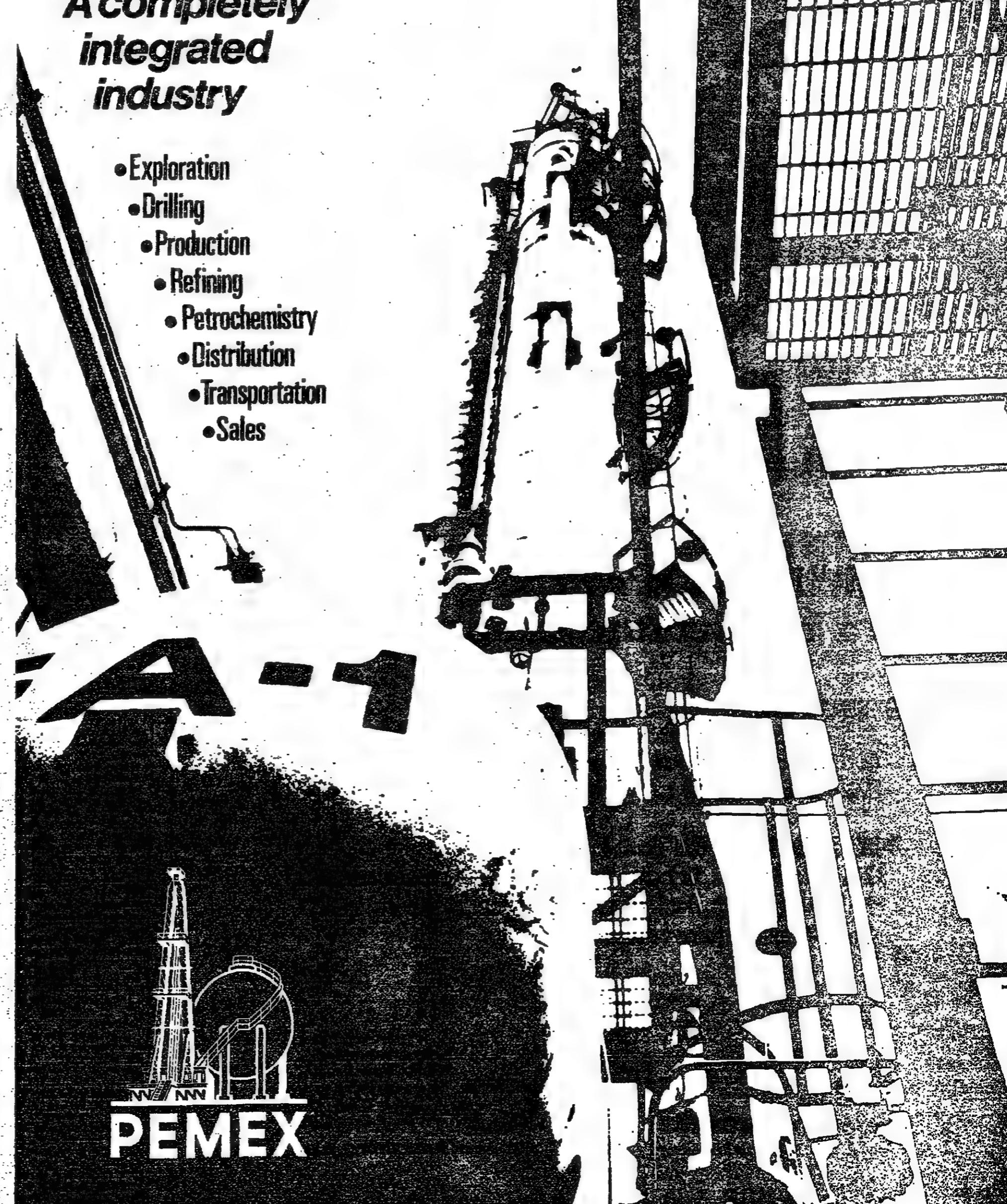
In 1973 he was again attacked and later, from his hospital bed, made a Press statement, blaming the government. The next day, his broken ribs bandaged up, he was taken to Los Pinos, the residence of the then president, Luis Echeverria, where he dined with him and several ministers. Again he was offered a job.

Subsequently he formed the PMT, but did not take part in July's congressional elections, claiming that the interior ministry would not grant the party official status.

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PEMEX

MEXICAN OIL AND GAS VIII

Capital markets' confidence in Pemex

THE THIRD largest international financing of the last decade was unveiled early in August with the announcement that Petróleos Mexicanos, the State oil agency, was to raise a \$1.5bn facility by way of prime bankers' acceptances in the U.S. money market.

It is a measure of Pemex's own stature in the international capital markets, as well as the recovery of Mexico from the economic crisis of 1976 which ended the country's remarkable post-war record of stability, that the banking community worldwide was able to take this significant financing as a matter of course.

The facility in fact marks the largest borrowing by any developing country in the Western capital markets.

While Mexico is still classed as a developing country with intermediate income, it has now established itself a unique credit-rating of its own among the world's banks, notwithstanding its accumulated public sector foreign debt which should total \$28bn-\$30bn by the year end.

A variety of factors, ranging from Mexico's strategic importance as a non-OPEC oil-exporter to its industrialisation programme over the next 20 years which promise attractive orders for Western and Japanese companies, has contributed towards this new perception.

The \$1.5bn Pemex facility ranks with the \$3bn raised in 1978 by Canada from the international banks to help safeguard its own economic stability, and the \$2.5bn Eurocurrency loan mounted by Britain in the mid-1970's to help meet its worsening balance of payments.

The credit line will be used for financing the export of Mexican crude oil to world markets, thereby covering much of Pemex's short-term borrowing requirements.

Few bankers who rushed to reduce their commitments in Mexico when the country appeared to be on the verge of collapse three years ago could have foreseen the speed with which it would win back the confidence of the major banks.

In fact, Mexico's position has improved so radically that the country has renegotiated sizeable chunks of its foreign debt, prepaying old high-cost loans and replacing them with credits with much lower costs. The proportion of short-term debt in the overall borrowing total, much of which was incurred in the crisis of 1976, has also been reduced substantially.

Move

The first move towards repayment of old uneconomical loans was initiated by Pemex itself last March, when it gave notice to its bankers that it wanted to retire two Eurocurrency credits totalling \$600m.

The loans involved comprised a \$300m facility arranged in 1976, and a transaction for a similar amount in 1977. Both carried five-year maturities with margins ranging between 1% and 1% per cent over Eurodollar interbank rates.

At one stage in 1978, Mexico's credit rating had deteriorated to the point where Eurocurrency margins of 1% per cent were conceded.

By contrast, the United Mexican States, via Germany's Wesdeutsche Landesbank, are currently mounting a \$200m loan for a five-year term at a spread of just 3% per cent.

Mexico can now justly claim, thanks largely to the potential of its oil, to be the first of the

developing nations to offer substantial amounts of its Eurocurrency debt at terms to which hitherto only the major industrial countries could aspire.

Pemex itself is regarded by many bankers as the jewel in Mexico's crown, when it comes to preference among international banks for the various Government agencies in Mexico which regularly tap the international Money markets.

Ironically, much of this particular status afforded to the oil agency is based on fairly superficial analysis. In essence, this theory suggests that Pemex is the "best" risk in Mexico, based purely on the fact that the agency's expected cash flows are such as to leave it in the strongest position, compared with other State bodies, to meet principal and interest payments on its debt.

In reality, Pemex must, in this context, be purely regarded as a straight-forward Mexican State public sector borrower, and not subject to any particular privileged status.

Nevertheless, the perception that Mexico's recovery has been fuelled by its role as an oil producer and, as such, Pemex embodies this potential, is deeply implanted in much of the Eurocurrency market's thinking.

Foreign bankers acknowledge, however, that the stern economic discipline adopted by Mexico after 1976, including a large peso devaluation, the pursuit of more cautious development programmes, and the success in meeting economic targets set by the International Monetary Fund, also contributed to the attainment of stability.

For the foreign banks, the key figures for Pemex itself centre around the plans for total investments in the 1977/82 period costing \$18bn. Of this, at least \$9bn will

probably be borrowed from foreign sources, although only 30 per cent will consist of purchases of foreign goods and services.

According to some foreign banks' tentative calculations, up to \$5bn may be necessary for the servicing of these borrowings, bringing the total cost for external Pemex debt to \$14bn.

This compares with expected export income from petroleum and derivatives of about \$40bn over the six-year period.

According to calculations by Mr. Armen Konyoumdjian, the senior economist for the London-based International Mexican Bank, the net benefit to Mexico's trade should work out at \$26bn in the period, to which could be added some \$2bn represented by import savings.

Overall, oil and gas should thus contribute \$28bn to the Mexican trade accounts in the six years up to 1982, or an average \$4.6bn annually.

This annual trade benefit is more than three times the trade deficit for 1978.

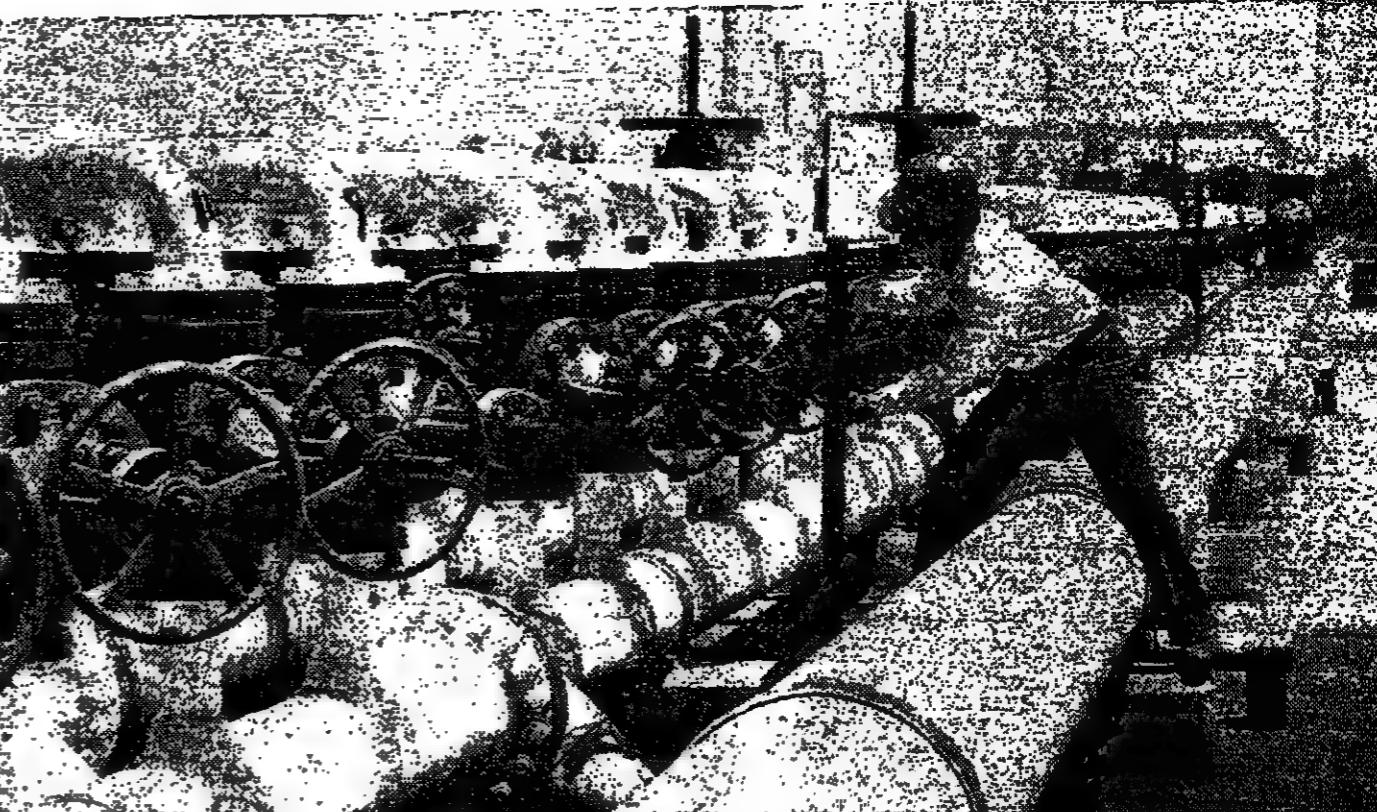
Exports

Among foreign banks, it is perhaps the Japanese which lately have been ahead of the pack in courting Mexico City.

Japanese banks were recently reported to be studying the idea of making long-term cheap credit available to Pemex as part of a Japanese package for buying Mexican oil.

Japan is extremely interested in importing Mexico crude, although it has reservations over the price of the oil, which is higher than most comparable OPEC grades. At the same time, Tokyo is keenly conscious of its vulnerability to sources of OPEC supplies, particularly from the Arabian Gulf.

The thinking behind offering cheap credit to Pemex is that this would be a means whereby the private Japanese oil companies could reduce the price differential between OPEC and Mexican oil. Japanese private banks and companies would get cheap finance from their own



Well-head feeds at the Antonia J. Bermudez separation plant on the San Maria River, Mexico.

Pemex is understood to have been offered \$500m for a 10-year term at a straight 8% per cent interest rate—some 3 per cent less than Eurodollar interbank rates.

The thinking behind offering cheap credit to Pemex is that this would be a means whereby the private Japanese oil companies could reduce the price differential between OPEC and Mexican oil. Japanese private banks and companies would get cheap finance from their own

Export Import Bank, because it would ultimately be used to secure oil supplies.

The commercial banks would then make that money available to Pemex for oil development at a slightly higher rate, but which would still effectively reduce the price differential.

For Japan, the oil would perhaps not be the only incentive. Mexico's ambition to become a major industrial economy before the end of this century promises Japanese industry immensely attractive orders, in terms of such infrastructure areas of steel, transportation, and harbour development.

One subject that is frequently aired among the international banks is whether Mexico can be expected to become a net exporter of capital, due to its expanding oil revenues, sometime in the early 1980s.

Mexico's public sector foreign debt will probably rise to near \$30bn by the end of this year, the second largest debt total of any country after Brazil, and

one major legacy of the effort undertaken in the payments position will probably lie behind the more healthy trade picture as no early decline in foreign debt servicing requirements is expected on to 1982. But then, after the early 1980s should witness an absolute decline in gross financing needs.

As well as the payments situation, foreign bankers believe that Mexico's own capital markets will not be sufficient to meet the substantially greater demands on them in coming years, and various supplemental sources of foreign capital will still be required.

Even at its optimum, Mexican oil production will represent a relatively small part of OPEC's output. When the oil production plateau of 3.5m b/d is reached early in the 1980s, Mexico can expect to generate some \$9bn of revenues annually (at 1978 prices).

This is equivalent to 10 per cent of Mexico's 1978 GNP at current exchange rates.

John Evans

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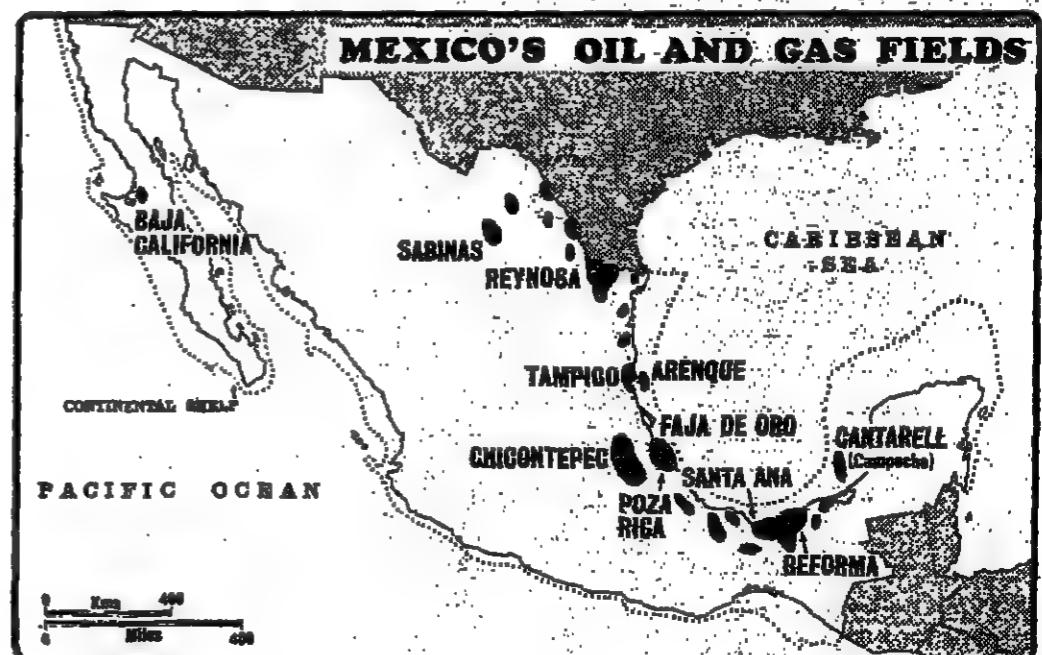
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nacional financiera, s.a.



Reserves

CONTINUED FROM PAGE ONE

development plan, has been taxed beyond its resources by the Ixtoc 1 offshore blow-out in the Gulf of Campeche. This accident has become one of the oil industry's worst ever disasters, judged by the volume of oil that has already flowed from the broken well. Pemex has sought assistance to deal with the blow-out from around the world.

The accident has raised doubts within Mexico about the speed at which the oil industry is being expanded, but the development of hydrocarbons must inevitably remain the key to Mexico's future and is at the centre of the present economy. Oil and gas provide 87.5 per cent of all Mexico's primary energy requirements. Just 5.5 per cent comes from hydroelectricity, 5.3 per cent from coal and 0.3 per cent from geothermal sources. In 1976, oil-fired power stations also accounted for 59.1 per cent of all the electricity generated in the country, with 39.9 per cent coming from hydro-electricity, 0.3 per cent coming from coal and 0.7 per cent from geothermal energy.

It is clear that oil will not be a panacea for all the social ills of the country. The figures contained in the World Bank's World Development Report, published this month, show how deeply rooted are the country's social problems. Mexico's population, now 63m, is growing at the rate of 3.3 per cent a year and is projected to continue to grow until the year 2075. One out of four adult Mexicans is unable to read or write; while the bottom 20 per cent of the population share a

mere 2.9 per cent of total household income, a low percentage even by the standards of income distribution of the rest of the middle-income countries.

It will need more than a few years of high oil revenues to bring prosperity, literacy and health to the remote country districts of Mexico or to bring acceptable living conditions to cities such as Mexico City whose population, according to the World Bank, will reach 32m by the end of the century.

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mere 2.9 per cent of total household income, a low percentage even by the standards of income distribution of the rest of the middle-income countries.

The true limits of insular monetarism

IF ANYONE is expecting to find in this article support for the idea that the British Government should abandon its monetary guidelines, attempt to push nominal interest rates downwards or intervene in the foreign exchange market to bail out by devaluation employers and unions who connive at otherwise unrealistic wage settlements, he should give up reading at this point.

Inflation is a monetary disease—and its course is determined by monetary forces and not by exhortation or public interference with individual wage and price decisions. The doubts that need airing are not on this central issue, but on the question of whether a fixed target rate of growth of one particular statistical monetary measure chosen by the central bank is itself an adequate monetary policy in a world of competing currencies. The practical lesson is that policy needs to be somewhat tighter than the published numbers suggest.

The distinction that I want to highlight is between monetarism in the broader sense—where it mainly means sound commonsense economics—and some of the more technical doctrines. The main contribution of monetarists to public understanding has not been in their much publicised fixed money supply growth rule, but in two other areas. First they have shown that full employment policies based on spending ourselves into a target employment rate are bound to fail. This is not because of a mythical balance of payments constraint, but because the minimum sustainable unemployment level depends on real—not monetary—forces.

If wages are prevented from reaching market-clearing levels;

Fallacies

The second contribution of monetarists has been to expose the fallacies of wage and price controls, which do not affect inflation, except temporarily, but do create new distortions and inequities likely to impair the workings of the price mechanism and thus increase the long run unemployment level. If monetarists, such as Friedman, have made these truths more widely understood, then it is because they are better general economists than their opponents.

The defect of monetarism—in the narrower sense of the fixed domestic money supply rule—is that it concedes too much power to official intervention, underestimates the influence of competition in providing monetary substitutes, and takes official statistics far too much at their face value—all matters which Anthony Harris has discussed in some detail. The moral seems to be that in his own special subject, Milton Friedman is a dirigiste planner; or to be more precise that is what some of his more mechanistic disciples tend to be. For the professor himself tends to make commonsense adaptations to events and differing market circumstances.

It will demonstrate how monetarist arguments cut across

if the cost of living on social security relative to the gains from taking a job is low for important groups; if the capital stock has been depressed by political disincentives or uncertainties, or if labour mobility is impeded by bad housing policies, then traditional full employment policies can have at most temporary success—and nowadays not even that—at the expense of accelerating price increases.

normal political allegiances. I point out that the main Chicago pioneer in the 1930s of the constant money supply rule was Paul Douglas, a Democrat who accepted nearly all the left-wing platform of his time—such as a "planned economy," public housing and the encouragement of unions. Douglas became a war hero, a U.S. Senator, and a hawk on Cold War issues but never abandoned his interventionist and egalitarian domestic policies. He also continued to champion the monetarist rule and was a moving force behind the Treasury-Federal Reserve Accord of 1951, which abandoned the pegging of interest rates and opened the way to Fed control of the money supply.

By contrast, Chicago economists such as Frank Knight and Henry Simons, whose political position was close to Friedman's today, favoured in the 1930s a discretionary monetary policy designed to offset velocity fluctuations. In our own day, F. A. Hayek, of *Road to Serfdom* fame, has made it clear that he is a monetarist only in the broad sense of believing inflation to be a monetary disease and not in the narrower sense of putting his trust in fixed national monetary targets.

As Hayek has recently written: "the fundamental objection to the adequacy of the pure quantity theory of money is that,

even with a single currency in circulation within a territory, there is, strictly speaking, no such thing as the quantity of money, and that any attempt to delimit certain groups of the media of exchange expressed in terms of a single unit as if they were homogeneous or perfect substitutes is misleading."

This could almost have been a



Professor F. A. Hayek and Senator Paul Douglas—examples of how monetarist arguments cut across the doctrinal allegiances.

Report of 1959, notorious for

downgrading monetary policy. The mistake made by Radcliffe, but not by Hayek was (a) to suppose that because money was difficult to measure, the limitations of its supply was unimportant and (b) to believe this that monetary policy could be conducted by the discretionary control of some subtle and immeasurable "state of liquidity" without any clear cut guidelines.

Historical

The main defence of the simple Friedman monetary rule is that the ratio of the money national income to the conventional definition of the money supply has historically been fairly stable or has changed very gradually. There are of course sharper temporary changes in velocity, but these are not sufficiently predictable to be offset by official action. On the

other hand by keeping the money supply growing at well-publicised and non-inflationary stable rates, the authorities will be making the maximum feasible contribution in an uncertain world to minimising velocity fluctuations.

Hayek is prepared to accept a simple link between a conventional official measure of the money supply and the price level as "a useful rough approximation in a given territory where only one kind of money is employed. But it becomes seriously defective when there is competition between different currencies." It is perhaps unfortunate that Hayek's exposition is centred around his proposal for competing privately issued currencies.

There is already competition between official national currencies in the international capital market, among worldwide corporations and the

owners of OPEC balances, to name only a few examples.

Does the evidence really suggest that there is much stability in the international demand for dollars, marks, yen, sterlins and gold? Strict monetarists would be right if they replied that much of the instability derives from the unpredictable, erratic and inflationary behaviour of national governments, but this is hardly likely to vanish overnight.

Important evidence of the ineffectiveness of national money supply regulation comes from the expansion of the Euro-currencies. The most basic explanation I have seen of this phenomenon is that banks which are prevented by reserve asset requirements in excess of their own prudential limits, from expanding at home, will instead expand overseas where such restrictions do not apply.

The invention of new monetary instruments to replace old and competition between currencies, is likely to become more important as communications improve further and capital market become even more closely linked. As British exchange control barriers come down, these external complications as well as the well-known domestic shifts into assets outside the official definition of sterling, M3 will become important for sterling as well as for the dollar.

What practical conclusions follow? It seems to me that the official money supply figures will more often lead to excessively inflationary policies, than to the "fiscally deflationary" ones about which British critics complain. Cheap money warriors will find little comfort from the true qualifications to monetarist doctrine.

The main check to inflationary policies comes from switching

from one currency to another. One argument for abolishing exchange controls over and above all the usual ones, is that when there is free competition between currencies in the foreign exchange market will give earlier warning signals when conventional money supply monetary indicators are misleading, as they have been doing for the dollar.

It may in the end be found that only money linked to a commodity such as gold, or some intrinsic non-monetary value, will survive really free competition. This is the view of another far out school of Austrian theorists who would regard Hayek's contemplation of purely paper currencies as itself rank inflationism. But these issues will be decided by events rather than by argument and then only in the very long run.

Reserve base

There are also some more immediate policy lessons. Not only is it necessary to switch over to a reserve base method of controlling the domestic money supply, but the reserve ratios which central banks

influence through their open market operations should be those freely chosen by the commercial banks (influenced only by consumer-protection type laws) rather than unrealistic ones invented for control purposes. It will be important to take into account overseas as well as domestic deposits, and world as well as domestic demand, in formulating monetary growth rules.

In a world of competing currencies ultimately it may be best to leave the job of price stability to the managers of one or two currencies such as the D-mark and

The time for an exchange rate target designed to keep the pound close to the D-mark will arrive when such a policy requires reducing the domestic growth rate rather than expanding them. Until then simple-minded monetarism will still be the best course—so long as the authorities keep an eye on all possible definitions of money, not for the purpose of apportioning, but to make sure that they are not creating too much money through the many back doors in the system.

The *Devaluationisation of* *Neueu*, Institute of Economic Affairs, 1978, second and later editions only.

Samuel Brittan

Letters to the Editor

Underlying strategy

From Professor Patrick Minford

Sir,—I would like to comment both on Samuel Brittan's article on August 2—Unbelievable. Monetarists are not enough—in which he kindly referred to my views and on the latest statements from Terry Burns and Alan Budd of the London Business School about the public sector borrowing requirement.

The first point being made—by myself as by the LBS, by David Liddell and Gordon Pepper—about the PSBR is that it is legitimate when pursuing a long run strategy to allow the traditional fiscal stabilisers to work. These stabilisers are of two sorts: the automatic reduction of tax revenue and increase in social security payments when output declines, due to the fall in tax and benefit rates, and the modest use of variations in tax rates to respond to expected economic slack or demand pressure.

The key point about these stabilisers is that everyone knows how and when they will work and so they import no shocks in themselves to the economy; rather they allow some dampening of other shocks.

The second point being made is that where there is no clear long run strategy it is hard for people and firms to distinguish between short run "stabiliser" deviations and underlying changes. In these circumstances illustrative figures such as the £11bn discussed by the LBS are frankly alarming, because if taken seriously and misinterpreted, they could give the impression of a change in underlying strategy. Such figures while only illustrative—and the LBS make clear their preference for a lower figure—are in any case a lot higher than I believe would be appropriate in any conceivable circumstances in 1980-81, as I argue below.

For these two reasons, Samuel Brittan and all those cited stress as I do the need for an early commitment by the Treasury to a clear long term path for the PSBR and the money supply, together with a clear statement of what sort of stabilising reactions they propose to follow and allow. Armed with such information, people will not be alarmed by temporary deviations on these critical magnitudes.

All this said, it remains the case that significant progress must be made in the aim of reducing the PSBR as a fraction of GDP in 1980-81 regardless of the output prospect. Furthermore, while some slowdown in output growth is likely in 1980 because of more sluggish world economy, it should not be exaggerated. I am surprised by reports (Peter Riddell, August 22) of virtually unanimous opinion inside and outside Whitehall that there will be a severe recession in 1980. Such opinions must rely on a supposed "monetary crunch" between high inflation and the reduction in the PSBR and in money supply growth; the groundless assumption is made that inflation will not respond to this reduction so as to avoid such a crunch. It is groundless because people and firms will recognise the monetary constraints that face them: normal economic behaviour will then

dicate that they set their prices and wages in money terms consistently with these constraints.

Hence the main effect of a systematic reduction in the PSBR will be on inflation; this systematic reduction must proceed regardless of the internationally induced slowdown in the UK. The resulting reduction in interest rates and rise in the real value of private sector financial asset holdings will in any case be beneficial to private sector confidence and willingness to spend.

(Prof.) Patrick Minford.

University of Liverpool.

Electrical Engineering Building,

P.O. Box 147,

Liverpool.

Production line painting

From Mr. R. Clark.

Sir.—"Art on a handful of rice" in *Men and Matters* on August 18 was read with interest but tinged with some amusement.

Hong Kong is not the only place where cheap copies of oil paintings are or have been reproduced. For many years paintings on a production line basis have been produced in Europe along with various signatures and potted biographies. We agree copyright should not be infringed and deplore any attempt at this. Your article, however, only gives one side of the story.

Hong Kong and other areas in the Far East are not all hot beds of fakes—fiddlers—and sweat shops producing just "wall decor."

The Chinese and other eastern peoples have a history of many thousands of years of painting. They have many talented artists who not only paint in their traditional styles but also in European styles.

Their exporting to this country the efforts of their fertile imaginations is no different from print manufacturers exporting their prints to Hong Kong, etc.

which they do. It is simply a matter of business economics.

After all, the public is the final jury in the purchase of "mass art" and will only buy what they like and consider a reasonable purchase.

R. L. Clark.

Oriental Art.

Hillbeck House,

Roundhill,

Bearsted,

Maidstone, Kent.

New auditing requirements

From Mr. B. Mogford

Sir.—The suggestion that financial conditions within the economy, as reflected in the supply of money, are an important determinant of overall demand, then the Government have options other than increasing the PSBR which will serve to maintain a given level of demand. The LBS's implicitly assuming that the present PSBR of £8.3bn (or £9.3bn if asset sales are excluded) is acceptable or even optimal, and that the only way to stimulate the economy is through further increases in the PSBR, it is to be expected that there are benefits to be derived from fiscal management which may include the size of the PSBR but these are generally microeconomic and distributional in character and should have their major impact on the supply side of the economy, not on aggregate demand.

Recognising the importance of money and the financial side of transactions suggests that it would be better for the Government to cut the PSBR still further and to sell less public sector debt. This would allow interest rates to fall and in this way to stimulate private sector demand. Movement in this direction is essential if the Government is to achieve its objective of stimulating private sector out-

comes in allowing companies to opt out of an audit. The more powerful creditors, eg banks, will require audited accounts before they advance money to the company. Therefore, many small companies will, from a purely practical point of view, continue to be audited. It seems to me doubtful that a mere review would satisfy creditors such as banks.

Abolishing compulsory audits would undoubtedly also lower reporting standards. (This is human nature and it would be foolish to think otherwise.)

Therefore, as a quid pro quo, shareholders and creditors (including banks, Inland Revenue, Customs and Excise and trade creditors) should have the right to petition for an audit. The petition would be made to a newly constituted Board of Commissioners of Small Companies, this body being financed by a levy on all companies. The Board would consider the prima facie evidence of the need for an audit; where it thinks fit, appoint the auditors (who should be independent of the company's present accountants) and pay the audit fee.

The major advantage of this procedure is that publicity about the appointment of auditors to a company would immediately place creditors on guard, delay being the principal enemy of a creditor of a company in danger. Undoubtedly, fear of an audit petition being made in respect of the company would help maintain general reporting standards.

This approach would release small companies from legislative burdens of an audit where circumstances permit; release accountants to perform a more productive management accountancy role; while increasing the powers of members and creditors, and increasing the independence of auditors. Care would have to be exercised to control the tendency of bureaucracy to burgeon, and to ensure the fair allocation of audit work.

Brian Mogford,

218, High Street,

Harborne, Birmingham.

Part of income

From Mr. A. Lister

Sir.—I have read with interest the comments concerning the taxation of the use of cars provided by employers for their employees. I am a director of a company which owns 50 vehicles and my views are as follows.

The day of the once per week "perk" as a supplement to considering earnings is really past. Irrespective of type of car, an employee's first priority is how much is he/she being paid. The "perk," medical expenses, cheap loans etc. are now part of an employer's normal once and not really recognised by the employee as part of his income. Any attempt by the Revenue to add a value of these invisible earnings to an employee's income would immediately create an inflationary demand by the employee to be reimbursed for the net loss suffered.

All in all, the Revenue doesn't lose; after all, one man's expense is another's income.

I am sure that owners of commercial undertakings in assessing the value of an employee will certainly be aware of the reduction in taxation and adjust accordingly.

Alan Lister.

59 Hampstead Way,

NW1.

GENERAL

UK: Trades Union Congress general council meets in Blackpool.

Transport and General Workers Union delegate conference on industrial civil servants pay offer, Transport House, London.

Crickets: fourth test, England v. India, opens at the Oval, Kennington.

Overseas: Extraordinary session of Japanese Parliament called to announce date of general election.

Mr. Walter Mondale, U.S. Vice-President, continues tour of China.

COMPANY MEETINGS

Albwood Machine Tools, Royal

Victoria and Bush Hotel, Dartford.

Barker and Dobson

Bliffitts Patents, Grand

Hotel, Aylton Street, Manchester.

Bassett Group, Social

Hall, Livesey Street, Sheffield.

BBA Group, Blue Circle Industries (Holdings), Refuge Assurance

Companies, Scottish Northern Investment Trust, Sharpe

and Fisher, Stewart Wrightson Holdings. Interim figures: House

Properties Company of London.

Plessey (first quarter figures).

COMPANY RESULTS

Final dividends: Brown

Brothers Corporation, Erskine

H

Acquisition boost helps Asda jump to £41m

Boosted by acquisitions the taxable profits of Associated Dairies Group rose from £26.2m to £41.0m in the year to April 28, 1979 on turnover well ahead from £536m to £791m. The figures include a year's contribution from Allied Retailers and Wades Departmental Stores.

1978-79 1977-78

Turnover £'000 526,000 491,000

Profit before tax £'000 26,200 20,950

Profit after tax £'000 17,537 18,280

Profit after tax £'000 23,471 19,822

Less pre-acquisition profits £'000 2,773 —

To minorities £'000 4 —

Minority interest £'000 20,950 19,814

Extracted debt £'000 800 —

Attributable £'000 19,894 19,314

Preference divs. £'000 10 —

Ord. dividends £'000 5,854 6,655

As forecast the final dividend is 4.3p net which lifts the total from an adjusted 0.695p to 0.75p per 25p share. There is also a one-for-twelve scrip issue. The total dividend absorbs 25.85m.

At midway, the taxable surplus advanced 26 per cent to £4.5m and the directors then said all divisions were performing satisfactorily in the face of

HIGHLIGHTS

Marks and Spencer has revealed details of its price-cutting exercise and Lex considers the effect on the stores sector and discusses the proposition that the group had allowed its prices to rise to the extent that volume was beginning to suffer. Lex also inspects the latest results from Associated Dairies and Ladbrooke and looks at Lindström's spirited defence to the offer from Hanson Trust. Elsewhere the structure of Barker and Dobson, on the morning of the annual meeting, and Commercial Union's moves in Australia and New Zealand are examined in detail. Other companies reporting include Johnson Matthey with first-quarter results, profits from Nurdin and Peacock, Nu-Swift, J. Saville Gordon, Slough Estates and Crouch Group.

increased competition. The Asda Superstores had made significant gains in non-food sales as well as in fresh foods and basic groceries.

The year-end depreciation charge is up from £4.08m to £7.04m after crediting a proportion of investment grants received.

The tax charge rises from

ATTRIBUTABLE profit of Pearl Assurance Co, improved by 0.8m to £3.05m for the first half of 1978. Again there was no tax charge and the underwriting loss was maintained at £3m, against £2.98m.

All but some £40,000 of this loss arose in the UK and here £2.89m was incurred in the first quarter.

A business produced a surplus of £3.15m (£2.77b) with the contribution from the ordinary branch £0.21m higher at £1.75m and the industrial branch up at £1.4m, compared with £1.23m.

Stockholders investment and other income net of expenses was £6.28m to £17.54m and stated earnings per share are down slightly from an adjusted 18.59p to 18.41p.

The attributable surplus is steady at £19.8m after pre-acquisition profits of £2.77m (£nil), an extraordinary debit of £800,000, this time and minorities are not available but their effect is expected to be marginal say the directors.

The figures for industrial life business reflect the introduction of the new system of life assurance premium relief. This accounts for a large part of the rise in premium income from £39.98m to £49.54m and helped towards a 32 per cent increase in new annual premiums.

Ordinary life business premium income rose to £4.11m (£32.62m) with the single premium and considerations for annuities ahead from £6.04m to £12.22m.

Of the total new ordinary life business, amounting to £265.7m (£229.8m), sums assured of £51.9m (£8.4m), new annual premiums of £2.6m (£0.38m) and single premiums of £8.4m (£1.77m) related to asset-linked policies written by the company's subsidiary Pearl Assurance (Unit Funds).

Premiums written in the general branch (including marine, aviation and transport businesses) were up 11.6 per cent from £20.92m to £23.34m. This growth was a little depressed by the higher rate of conversion of the U.S. content of marine aviation and reinsurance business. It was also affected by the exclusion from the 1979 figures of the Zimbabwe Rhodesian business which has been transferred to the company's recently-formed subsidiary there. But for these factors the growth would have been 14 per cent, the company explains.

The net interim dividend is stepped up to 5p, (3.85p) to reduce disparity, and costs £1.8m (£1.39m). The final last time was 10.20345p paid from attributable profit of £8.38m.

Of the underwriting loss the directors say that the early part

Increase for Nesco Investments

An increase in taxable profits from £0.85m to £0.86m for the year ended February 28, 1979, is announced by Nesco Investments, formerly the Nigerian Electricity Supply Corporation.

As known, dividends for the year total 13.4p net, against 13.2p last time.

At an extraordinary meeting on September 21, shareholders will be asked to approve a resolution reducing the capital to comply with a Nigerian decree for the company to cut its shareholding in the local subsidiary to 60 per cent.

THIS NOTICE IS ISSUED BY

Lindustries LIMITED

REJECT THE OFFER OF 135p PER ORDINARY SHARE BY HANSON TRUST LIMITED

Yesterday a letter from the Chairman of Lindustries was posted to all shareholders. The letter sets out the reasons why the Board of Lindustries and its financial advisers, J. Henry Schroder Wagg & Co. Limited, are recommending shareholders to reject the bid by Hanson Trust.

The reasons are:

1 The price offered is totally inadequate because:

- the secure yield offered by your investment in Lindustries is difficult to match
- it represents a discount of 32% on the average price/earnings ratio of U.K. industrial equities
- it does not reflect the fair value of your shares.

2 On the basis of the profit forecast your dividend will at least be maintained.

3 The price offered represents a discount of 40% on adjusted net tangible assets.

4 Lindustries has a strong balance sheet and good prospects for profits growth.

5 The bid is opportunistic and has no industrial logic.

The Directors of Lindustries Limited have taken all reasonable care to ensure that the facts stated and options expressed herein are fair and accurate. All the Directors jointly and severally accept responsibility accordingly.

Pearl expands and holds underwriting loss to £3m

DIVIDENDS ANNOUNCED

		Date	Corre-	Total
		of payment	spending for	last
		payment	div.	year
Assoc. Dairies	4.3	Oct. 6	0.31*	5
Cement-Readstone	1.82	Oct. 17	2.07	4
Crouch Group	3	Oct. 19	0.5	1
Grovebridge	0.5	Oct. 10	3.8	—
Ladbrooke	5.7	Oct. 12	1.01	1.84
Edward Le Bas	0.96	Oct. 11	0.87	2.06
Nurdin & Peacock	5	Oct. 8	0.73	1.75
Nu-Swift Ind.	0.84	Oct. 8	0.73	1.2
Oakbridge	8	Oct. 12	3.88	14.05
Pearl Assurance	51	Oct. 15	0.88	1.83
H. & J. Quick	1.06	Oct. 11	0.82	3.73
T. Robinson	0.82	Oct. 26	1.23	1.63
J. Saville Gordon	1.94	Oct. 15	0.57*	1.69*
Slough Ests.	0.2	Oct. 5	0.23*	0.57*
Thurgr. Bardex	0.3	Oct. 5	0.23*	—

Dividends shown per share net except where otherwise stated.

* Equivalent after allowing for scrip issue. † On capital increased by rights and/or acquisition issues. ‡ To reduce disparity.

‡ Australian cents throughout.

Crouch Group up 6.7m to £760,000

AFTER THE midway improvement from £259.200 to £258.000, taxable profits of Crouch Group moved further ahead in the second six months ended March 31, 1979 to finish 6.7m per cent higher at £760,000 compared with £704.800 to £15.88m.

The results include a satisfactory contribution from the newly formed commercial development subsidiary, Crouch Developments. Interest payable was well up from £71,000 to £88,000. There was a tax charge of £83,000 against a £110,000 credit, which has been resisted to take account of relief for tax losses claimed against prior year liabilities.

Earnings per 25p share improved from 13.97p to 17.5p, while a net final dividend of 2p (2.065p) raises the total payout from 2.975p to 4p.

Residential business had a buoyant year, the directors state, and Crouch Homes has taken advantage of the market to produce improved profits and acquire further well located sites for the future.

The contracting company has recently undergone a strengthening of management and is now building for the group's commercial development company.

• **COMMENT**
Crouch's share price, up 6p to 50p yesterday, trails a long way

Unigate looking for improvement

AN IMPROVED performance at Unigate in the current year is looked for by Mr. John Clement, the chairman, in his annual statement.

However, he points out that the Board is "concerned about the reappearance of inflationary pressures in the economy, the downturn in world trade which could result in lower economic activity in the UK, the energy situation and above all the apparent inability of governments to grapple with the EEC surpluses problem."

As reported July 18, pre-tax profits for the year ended March 31, 1979 rose by 38 per cent from £11.80m to £14.42m on turnover up 16 per cent to £118.0m. Particularly good performances were achieved by the meat division with a profit increase of over 70 per cent and the transport and engineering side where the rise was over 50 per cent.

Last month, the company also announced the sale of 16 of its creameries to the Milk Marketing Board for £55m plus an estimated £5m for stock.

Using SSAP 12 guidelines, tax for the period took £80,705 for 1978. The Board expressed confidence of another record in the current year.

H. & J. Quick improves

PROFITS BEFORE tax of H. and J. Quick Group, passenger and commercial vehicle dealer, increased from £889,084 to £948,892 for the first half of 1979, on turnover up some £10m to £39.96m.

Last April, reporting on a best-ever taxable profit of £1.03m for 1978, the Board expressed confidence of another record in the current year.

ISSUE NEWS

EPIC £4.6m rights to cut back debt

BY ANDREW TAYLOR

A £4.6m rights issue was announced yesterday by Estates Property Investment Company. The cash is to be used to reduce further EPIC's short-term debt and also to fund current development plans.

In addition, the property group said the rights issue would provide a stronger capital base to support future borrowings—when interest rates are more favourable.

Shareholders are offered one new share at 125p for every four already held. Phoenix Assurance, controlling 23.8 per cent stakes, will take up the offer in full.

At the same time, EPIC announced plans to raise its net dividend payout to 8p on the current year's 41 per cent increase on last year's 4.25p. But EPIC's share price fell 2p to 14.6p yesterday.

The group, which specialises in industrial properties, said some of the cash would be used to fund development at Trafford Park and further development at Sittingbourne—as well as the long-deferred redevelopment at Camberwell.

The group is also seeking a further reduction of short-term debt. This has already been cut by the sale, in March, for around £2.5m of its 90 per cent stake in its troublesome Brussels site.

Development of the site has been shelved for a number of years, during which time the group has had to carry the burden of high interest payments on its Brussels investment.

A pro-forma balance sheet at August 10 shows total borrowings of £11.9m—of which around £2m is short-term—against shareholders' funds in the latest account of £22.4m. The net assets for the year ending April 30, 1979, show a surplus over book value of £16.1m.

Mr. C. N. Knight, EPIC chairman, said the revaluation results in a net asset value per share of 184p which, after adjustment for the rights issue, would be reduced to 175p.

Quitter Hilton Goodison are brokers to the issue which has been underwritten by Hambros Bank.

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Ladbroke rises 20.9% to £16.7m at interim stage

PRE-TAX profits of Ladbroke Group for the half year ended July 3 1979 rose by 20.9 per cent from £13.8m to £16.7m on turnover well ahead at £257.3m against £221.4m.

Mr Cyril Stein, chairman and managing director, states that turnover is at its highest in the second half of the year and, taking into account the current buoyancy of its operations, the group is set to achieve good results for the full year.

Profit for the year ended January 2 1979 advanced to a record £41.45m (£26.3m).

The chairman says that trading across the divisions continues at a high level. The effect of profits in the early part of the year, due to bad weather and national industrial disputes, was considerable, but has been largely overcome.

Stated earnings are 16.9p

(14.8p) per 10p share and the net interim dividend is raised by 50 per cent to 5.7p (3.8p)—last year's final payment was 4.016p.

Interest for the six months, up par with £13.83m, was split as £17.45m (£13.83m) from the UK, and £33.000 (£4.000) from overseas.

Half-year 1979 1978
Turnover 251,253 231,372
Trading profit 18,331 13,924
UK 17,488 13,830
Overseas 843 4
Pre-tax profit 16,805 13,803
Tax 7,192 5,946
Profit after tax 9,603 7,858
Dividends and interests 189 1,000
Pre-acquisition profit 41
Available 9,662 7,898
Extrad. credit 1,035
£ Obtained from sale of groups 16
per cent of Ladbroke (Paris) and is available for distribution.

Mr. Stein says the overseas contribution relates to net in-

come receivable following the completion of letting agreements on property investments.

Interest for the six months, up from £13.000 to £1.64m, has risen since costs on the funding of the overseas properties, after letting, are no longer capitalised. Net income in 1980 is planned to exceed funding costs.

The chairman reports that the group's divisions are continuing to expand at a fast pace and, through a high level of capital expenditure, Ladbroke is increasing its asset base and is establishing new opportunities for profit growth.

Referring to the refusal of certain casino licences, Mr. Stein says that application has been made to the Crown Court for a rehearing, but this is not expected to take place for some time. See Lex

Nu-Swift advances to £0.6m and forecasts year-end record

RECORD pre-tax profits are reported by Nu-Swift Industries, the fire extinguisher group, in the half-year to June 30, 1979. And the group forecasts another record at the year-end when it anticipates reporting profits up from £854,000 to £1.25m.

At half-year the pre-tax surplus rose from £506,000 to £641,000. Turnover expanded from £5.38m to £6.42m with the biggest increase coming overseas where sales were lifted from £1.5m to £2.25m.

The group began the year with a high order book of £841.165 and the directors now say that even with record mid-year turnover, the order book is much higher at more than £1.25m.

The Board adds that the overseas companies traded successfully, with Spain making the largest profits contribution.

On the second half the directors say earnings could be affected by the strength of sterling. High material prices coming through the pipeline and the unrest in the engineering industry are also causing concern. Nevertheless, they still

anticipate record profits for 1979.

The net interim dividend is lifted from 0.725p per 5p share to 0.84p. Last year's total was 1.745p.

Profit after minorities is

up from £515,000 to £635,000

and stated earnings per share are up from 2.57p to 3.17p.

A revaluation of land and

buildings revealed a £1m surplus

and plant and machinery is also

to be revalued for the year-end.

These revaluations are expected

to show a combined surplus over

book value of more than £2m.

• comment

Nu-Swift's first half results—profits are 27 per cent higher—reflect contributions from the new operations in Spain, Switzerland and Holland. No breakdown is given so it is difficult to assess how much underlying growth there has been in overseas markets, which now account for roughly a third of group sales. In the UK, sales were only 8 per cent higher, but this is probably quite encouraging given the impact of national strikes and the adverse weather conditions dur-

ing the winter. Overall, a healthy

order book suggests further

growth in the second half, al-

though the continued strength of

sterling will dampen the over-

seas results. On the company's

forecast of £1.25m pre-tax, which

is probably conservative, the

shares at 30p are on a prospec-

tive fully-taxed p/e of 9.7 while

the yield is a barely covered 10

per cent assuming the rate of

interim dividend increase is

repeated at the final.

After tax earnings for the half

year increased from an adjusted

1.57p to 2.19p per 5p share,

while the interim dividend is

effectively lifted from 0.67p to

0.9p net—last year's total was an

equivalent 1.685p.

Tax was reduced from 1.685p to

1.45p in the period, giving net

profits up from £1.18m to £1.04m.

There was a minority loss of

£20,000 (£10,000 profit) and

ordinary payments absorbed

£1.25m (£0.92m).

The Board has indicated in the

particulars of the £24.85m S per

cent convertible unsecured loan

stock 1991-94, that it intends to

increase the total payout by 30

per cent.

• comment

Slough was down 1p yesterday at 109p but the shares are not about to move very far in any direction until the results of the September 30 portfolio revaluation are known. Outside estimates of net worth range between 130p, 135p and 140p per share. At anything like the two lower projections the share may be vulnerable for the discounts to asset backing would be 16.1 per cent and 19.3 per cent respectively. At the top of the range, the discount would be 22 per cent, which looks just about right. Meanwhile, UK and overseas rental growths at the interim stage are running neck and neck at just under 20 per cent while Slough plans to complete 700,000 sq ft of UK industrial space this year to bring the domestic total up to just under 11m sq ft and 500,000 sq ft of additional space abroad will lift the total to over 8m sq ft. Unfortunately, as in the second half of last year, utilities lost around £200,000 pre-tax and the position is unlikely to improve very much in the remainder of this current period. While prices lag behind spiralling energy inflation, the £5m power station order must be regarded as a heavy opportunity cost.

Despite a jump in turnover from £2.25m to £4.35m, Grovebell Group incurred a pre-tax loss of £10,180 for the half year ended May 31, 1979, against a £3,162 profit last time.

The directors state that the development and expansion of activities continue, albeit slower than was originally expected, and an improved result is envisaged for the second half.

For the whole of 1977/78 the

group incurred a £75,535 loss (£105,707 profit).

There was a tax credit of

£2,299 compared with a £1,644

charge and after an extraordinary credit of £14,562 (nil) for the

period, there was an attributable profit of £9,671 against a previous £1,118.

The net interim dividend is un-

changed at 0.5p net per 5p share

—last year's final payment was 0.5p.

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NEWS ANALYSIS—COMMERCIAL UNION IN AUSTRALIA

The target is a stronger presence not withdrawal

BY RICHARD LAMBERT

"This is not an attempt to withdraw from Australia," says Mr. Jack Emms, chief general manager of Commercial Union. At first sight, however, that appears to be the story.

If successful, the discussions announced yesterday between Commercial Union and National Mutual Life Association of Australasia will reduce Commercial Union's holding in its Australian business from 84 to 42 per cent. That would make it an associate of the UK company, rather than a subsidiary.

But that, Mr. Emms states firmly, is incidental to the main purpose of the proposals. "Our objective has been to take a longer term look at Australia, and to find a more attractive course than simply sitting on the present problems or, at the other extreme, selling out altogether."

Australia has brought underwriting losses to Commercial Union's words, "highly undisciplined". A large number of companies from all over the world are competing for business. A widely-scattered population makes for relatively high expense ratios, and Australia is capable of producing its share of natural disasters, like the Darwin cyclone of 1974.

As part of the proposed transaction, Commercial Union will acquire National Mutual's fire and general business in Australia. This will increase its premium income from just over £25m.

Since then, the group has cut the number of its employees in the country by about a third.

and reduced its exposure to the troublesome workers' compensation lines of business. But following a brief recovery in 1977, the underwriting market is deteriorating again. In the first half of this year, Commercial Union lost £1.8m.

Investment income more than offsets this underwriting loss, so that at the bottom line Commercial Union's Australian company should make a small profit this year. After tax and extraordinary items, it produced around £3.4m last time.

However, Mr. Emms suggests that the business as it now stands is not capable of making enough profits in good years to offset the damage done in bad times and to provide enough retentions to keep the whole enterprise healthy.

The trouble is that the underwriting market is, in Mr. Emms' words, "highly undisciplined".

A large number of companies from all over the world are competing for business. A widely-scattered population makes for relatively high expense ratios, and Australia is capable of producing its share of natural disasters, like the Darwin cyclone of 1974.

A side effect of the transaction is that it will boost Commercial Union's solvency margin (net assets as percentage of premiums) by about three points. The difference between 59 per cent and 62 per cent, according to Mr. Emms, is neither here nor there.

A few years ago, such a change might have been really important. But with its flood of equity issues and much-improved level of retentions in recent years, Commercial Union is effectively halving their income.

The relection document also draws attention to the exit price yield, which the dividends for 1978-79 return on the basis of a price of 135p. Lindustries maintains it is unfair to compare this return with those available in the gilt market. It points out that if shareholders were to reinvest the proceeds from the Hanson offer at the average yield on shares of UK industrial companies, they would effectively be halving their income.

Lindustries also takes exception to the Hanson claim that the offer price represents a 24 per cent increase in capital value.

Prefering to use the weighted average middle market quotation of ordinary Lindustries shares from May 1 to July 31, Lindustries argues that the Hanson offer represents no capital increase whatsoever. Furthermore, a new property valuation means Hanson's offer price represents a discount of 40 per cent on the adjusted net tangible assets per share.

Mr. Rippon also claims that Lindustries has "an exceptionally strong balance sheet" and

BIDS AND DEALS

Lindustries hits back at Hanson

Lindustries, the textile and engineering group which is once again the target of a takeover attempt by Hanson Trust yesterday mounted a five-pronged defence against the 225m offer.

In a detailed rebuttal to the 135p per share bid, Lindustries forecasts that although first-half results will be down profits for the year to March 1980 will not be "significantly less" than those in the 12 months to March 1979. On this basis the company promises to maintain the net dividend in the current year.

The document refers to the problems at Cowlishaw Walker, one of the group's subsidiaries. Lindustries chairman Mr. P. A. Rippon tells shareholders that the company is expected to be taken "within a matter of weeks" which will limit trading losses to £1m this year.

Lindustries' other arguments are mostly based on the price

it is confident of further profitable expansion.

Finally the document questions the industrial logic of the offer. "The only area where the interests of Hanson and Lindustries overlap is the thread industry and this is not an important part of Hanson's operations."

The remaining interests of Lindustries do not "fit naturally" as Hanson claims, within its existing businesses; they would only add to their current diversity.

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Lindustries

J. Saville Gordon almost doubled at record £1.45m

ALMOST DOUBLED taxable profits, from £752,861 to a record £1.45m, are reported by J. Saville Gordon Group for the year ended April 30, 1979, on turnover up by £3.44m to £21.4m.

And the directors state that on the basis of internal figures for the early months of the current year, they are confident the group is in a strong position and faces a period of continuing growth.

At the interim stage profits had advanced from £202,032 to £336,268, and the directors forecast that the second half contribution would be at least as good as that of the first half.

Before the year's SSAP 15 tax charge of £38,268, against £32,274 earnings are shown as 14.3p (7.5p) per 10p share, and 32p (4.2p) after the charge. On a fully taxed basis they are given as 6.1p (3.3p).

Tax relief associated with the substantially increased stock levels, is the principal reason for the low tax charge, directors explain.

The dividend for the period is

stepped up to 2.44p (1.625p) net per share with a final payment of 1.94p.

In recommending the final consideration was given to cash requirements for capital expenditure, and the likely continuing increases in stock levels.

The directors consider it appropriate to continue to retain a substantial proportion of earnings for those purposes, and to maintain a healthy cash position to finance internal expansion. In addition they want to be able to take advantage of any suitable opportunities to develop by acquisition.

For 1978-79 turnover and profits were split as follows: engineers merchants and stock holding £4.5m and £744,861, and metal trading and scrap processing £1.7m and £704,930.

Comment
J. Saville Gordon has achieved its profits forecast in comfortable style despite the national ferry driver's strike in January. The explanation is that, with its own

transport fleet and much of the business going by rail (via its own sidings), only incoming deliveries were affected and the company's high stock levels provided a buffer against declining inventories. This policy of maintaining a high stock level, which enables a quick delivery service, is the key to the company's ability to maintain a growth trend when other engineering merchants and metal processors are feeling the pinch. At the year end, borrowings were only a seventh higher at £1.8m—a figure which has since been reduced quite substantially. Gearing is thus minimal and there is plenty of scope for expansion, with internal and by acquisition. In the metal trading and scrap processing division the company is lessening its involvement in copper in favour of steel because of its less volatile price movements. At 45p, up 3p, the shares are on a p/e of 3.8 or 7 fully taxed while the yield is a well covered eight per cent—a rating which appears to discount the prospect of immediate growth.

AFTER advancing 56 per cent at the year-end the taxable profits of Edward Le Bas slipped from £253,000 to £206,000 in the half-year to June 30, 1979. Sales were ahead from £8.1m to £8.38m.

The directors say that despite the difficulties in the early part of the year, which affected the industry as a whole, all divisions, with one exception, had a satisfactory first half.

The outlook for the remainder of the year appears reasonably assured, adds the Board. But the strong Pound is affecting margins on overseas business.

Severe competition aggravated in some markets by political problems, is affecting the foundation and construction equipment division. These problems are being overcome but it is too early to forecast the company's performance.

The interim dividend is 9.963p (10.14p). Last year the payment totalled 18.44p per 50p share after taxable profits had been lifted from £399,804 to £623,835. The directors say the latest interim is equal to half the 1978

dividend inclusive of tax credit.

The midway pre-tax surplus was stuck after interest charges well up from £144,000 to £269,000.

Tax takes £102,000 (£165,000) and minorities are the same at £55,000. Stated earnings per share are up from 2.31p to 2.94p and fully-diluted from 1.8p to 2.83p.

The available surplus is ahead from £57,750 to £73,550 and the retained profit is £49,588, against £32,348.

The company is a subsidiary of I. S. & G. Steel Stockholders which is a subsidiary of Le Bas Investment Trust.

UDISCO BROKERS
CHANGES NAME

Udisco Brokers, the recently acquired money broking subsidiary of the Frizzell Group, is changing its name from August 31 to Fraser May International. The company is well-established in UK inter-unit, local authority and commercial business areas.

TAXABLE profits of Johnson Matthey Group, gold, silver and platinum refiner, increased from £4.52m to £5.86m for the three months to June 30, 1979.

Turnover, excluding Johnson Matthey Bankers, was well ahead at £163.77m, against £131.72m. An exchange loss of £1.05m, compared with a gain of £38,000, eroded the advance at pre-tax level, leaving the attributable balance virtually unchanged at £52.83m, against £52.21m.

● comment

As in the second half of last year, the profits growth in Johnson Matthey's first quarter is being sustained by the expansion in the markets for precious metals and palladium. The group's industrial activities have contributed relatively little. Reduced demand for catalysts by oil refineries is being felt in J.M.'s refining and chemical operations, while the current problems of the British pottery industry have affected demand for colourants and transfers. The 25 per cent increase in pre-tax profit is tempered by the fact that last year's first quarter was rather depressed. And an exchange rate

loss wipes out the gain at the attributable level. It is going to need sustained activity in the bullion and precious metals market to prevent this being a flat year for Johnson Matthey.

But the shares, at 203p, are sustained by the comforting thought that J.M. does not take stock gains into profits. If stocks were valued at current prices J.M.'s net worth would be £3.35 per share.

T. Robinson well down

HALVED profits are reported by Thomas Robinson and Son, engineer and machine maker. The taxable surplus fell from £891,000 to £176,000 in the first half of 1979, on turnover of £3.65m, against £3.5m.

The net interim dividend is held at 0.8233p—last year a total of 3.7763p was paid from profits of £1.1m (£1m).

Johannesburg Consolidated Investment Company, Limited

(Incorporated in the Republic of South Africa)

Circular to shareholders and notice convening a general meeting of ordinary shareholders relating to a proposed private placing to raise R40 000 000

Directors
Sir Albert Robinson (British), Chairman; C. Carrington (British); H. Dalton-Brown (British), G. C. Fletcher, M.C. (Alt. J. N. Clarke (British)), D. E. Maciver, P. F. Ratief (Alt. K. W. Maxwell (British)), B. A. Smith, D. H. Stevenson (Alt. V. G. Bray), P. A. van Wijligen, G. H. Waddell (Alt. J. A. Holmes (British)), F. J. L. Wells (Alt. C. E. Bayvel), P. R. Wilson (Alt. B. J. Jackson (British)).

An announcement was published in the press on 17 August 1978, advising members of a proposed private placing by Johannesburg with certain South African financial institutions of R40 000 000 in the form of variable rate redeemable cumulative preference shares. Subject to the passing and registration of the necessary special resolutions, the issue is expected to be effected as to 20 000 000 new preference shares on 28 September 1978 and the remaining 20 000 000 new preference shares some six months later. The funds, which are being raised at a time of relatively low interest rates, will increase Johannesburg's financial flexibility and ability to take advantage of new business opportunities.

The new preference shares will have an average life of approximately ten years. It is not intended to seek stock exchange listings for the said shares which are regarded rights to dividends and return of capital on a winding-up shall be subordinate only to the 40 000 000 fixed and variable rate redeemable cumulative preference shares already in issue.

At present the authorised and issued share capital of Johannesburg is as follows:

Authorised		R000
7 150 000 ordinary shares of R2 each		14 300
11 000 000 8.25% cumulative redeemable preference shares of R1 each		11 000
40 000 000 fixed and variable rate redeemable cumulative preference shares of 10 cents each		4 000
		29 300
Issued		
7 105 500 ordinary shares of R2 each		14 211
34 800 000 fixed rate redeemable cumulative preference shares of 10 cents each		3 450
5 600 000 variable rate redeemable cumulative preference shares of 10 cents each		550
		18 211

In order to facilitate the issue of the new preference shares, your directors propose to sub-divide and convert 4 000 000 of the existing 11 000 000 authorised but unissued 8.25% preference shares into 40 000 000 'A' variable rate redeemable cumulative preference shares of 10 cents each. These shares will be privately placed at an issue price of R1 per share i.e. at a premium of 80 cents per share. The variable dividend will vary at 60% of the increase or decrease in the best overdraft rate charged by Nedbank Limited, subject to a minimum dividend of 60 cents per annum and a maximum dividend of 10% per annum for each half-year period on the said new preference shares. The first such dividend, from the subscription date until 31 March 1980, will be calculated at the rate of 7.2% per annum on the issue price of the said shares.

In order to give effect to the proposed private placing the ordinary shareholders of Johannesburg will be asked to consider and, if deemed fit, to pass the resolutions set out in the notice of general meeting which forms part of this circular.

Since 30 June 1978, to which date the last published audited financial statements of Johannesburg were made up, no capital of Johannesburg has been issued for cash or otherwise, nor have any commissions, discounts, brokerage or other special terms in connection with the issue or sale of any capital of Johannesburg been granted. No capital of Johannesburg is under option or agreed conditionally to be put under option, except as indicated herein, no issue of shares is contemplated at the present time.

Copies of the memorandum and articles of association and the special reports and accounts of Johannesburg for the year ended 30 June 1978 in which account have been published will be available for inspection during normal business hours at the registered office of Johannesburg in Johannesburg and at the office of the London secretaries, Barnard Brothers Limited, until the conclusion of the general meeting convened for 21 September 1978.

Notice convening a general meeting of ordinary shareholders

Notice is hereby given that a general meeting of ordinary shareholders of Johannesburg Consolidated Investment Company, Limited ("the Company") will be held in the board room, Consolidated Building, corner of Fox and Harrison Streets, Johannesburg, on 21 September 1978, for the purpose of considering and, if deemed fit, passing the following resolutions, with or without modification, of which resolutions A and B will be proposed as special resolutions and resolution C will be proposed as an ordinary resolution:

A. As a special resolution
That the authorised share capital of the Company comprising 7 150 000 ordinary shares of R2 each, 40 000 000 fixed and variable rate redeemable cumulative preference shares of 10 cents each and 11 000 000 8.25% cumulative redeemable preference shares of R1 each ("the 8.25% preference shares") be effaced and converted into 40 000 000 'A' variable rate redeemable cumulative preference shares of 10 cents each in the share capital of the Company, ranking and being subject to the terms as set out in Article 161 of the articles of association of the Company.

B. As a special resolution
That, subject to the passing and registration of special resolution A above, the articles of association of the Company be and they are hereby amended by the addition at the end thereof of the following new article:

161. 'A' variable rate redeemable cumulative preference shares
The following terms shall apply to the 'A' variable rate redeemable cumulative preference shares of 10 cents each ("the 'A' variable rate preference shares") in the share capital of the Company:

1. For the purpose of this article, the following words and expressions shall bear the meanings assigned to them, unless the context otherwise indicates:
commercial bank
best overdraft rate
("the overdraft rate")
the best interest rate charged in Johannesburg by Nedbank Limited, or its successors in title, on unsecured overdrafts to first class corporate borrowers from time to time as certified by any of the general managers of the said bank; or if the present overdraft system should be discontinued or, in the opinion of the auditors of the Company, be materially altered by the said bank, the best interest rate charged in Johannesburg by the said bank on unsecured short-term loans to first class corporate borrowers. In the event of doubt as to the overdraft rate, a certificate from the auditors, from time to time, of the said bank shall be conclusive;

the simple interest rate per annum;

loan facilities of a short-term or seasonal nature repayable on demand;

the first business day of any dividend period;

a date or dates fixed by the directors which subscribers for the 'A' variable rate preference shares are obliged to pay the subscription price for the 'A' variable rate preference shares subscribed by them or date of subscription if it takes place later than any such date.

Interest rate
overdrafts
determination date
subscription date

Edward Le Bas

Johnson Matthey advance eroded by exchange loss

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Three months
June 1978
July 1978
Aug 1978

Turnover 163,770 112,724

Debt and other int. 1,256 1,045

Dividend before tax 1,182 1,027

Tax 2,390 2,315

Exceptional credit 16,995 2,715

Exchange loss 1,045 128

Minority 14 221

Attributable 2,317

Warning from Volvo after strong second quarter

BY WILLIAM DULLFORCE, NORDIC EDITOR, IN STOCKHOLM

VOLVO, the Swedish car and truck group, reports a 67 per cent climb in sales of cars to SKr 6.68bn. Despite the halt in deliveries to Iran, the truck division also achieved a 20 per cent increase in sales to SKr 2.78bn.

During the second quarter, Volvo pulled in pre-tax earnings of SKr 110m compared with the SKr 235m recorded both in the first quarter of 1979 and the second quarter last year. The profit jump is attributed to the strong sales increase and to higher capacity utilisation.

Group turnover grew by 28 per cent to SKr 11.7bn (S2.78bn) compared with the first six months of 1978. All product groups improved their sales but most significant for

the first half result was the 37 per cent leap in sales of cars to 129,000.

Volvo turned in a first-half operating profit of SKr 67m against SKr 50m after depreciation, according to plan. A SKr 45m decline in net financial costs to SKr 60m contributed to the earnings improvement. Net adjusted earnings come out at SKr 17.2m a share compared with SKr 10.30 in the first half of 1978.

Gross investments in plant and machinery totalled SKr 318m, an increase of SKr 61m and at the end of the reported period, Volvo held liquid assets amounting to SKr 2.75bn, a rise of SKr 395m since the beginning of the year.

Electrolux earnings rise 30%

BY VICTOR KAYFETZ IN STOCKHOLM

FIRST-HALF earnings of Electrolux before tax and extraordinary items rose by just over 30 per cent to SKr 139.4m (S104.4m) from the corresponding 1978 figure.

The Swedish-based home appliance, office equipment and machinery manufacturer forecasts a 1979 pre-tax profit around 20 per cent above last year's SKr 87m, or roughly SKr 82m. Last spring the company had predicted a figure of SKr 745m but said in May that it might be exceeded.

Group turnover rose by 10

per cent to SKr 6.73bn (\$1.8bn) with Sweden accounting for a virtually unchanged 75 per cent. At the spring annual meeting the managing director, Mr Gustaf Bystedt, forecast 1979 sales of nearly SKr 14bn.

Of the group's sales increase in the first half, 3.4 per cent is attributable to newly-acquired companies, including the power saw makers Jonsered and Partner in Sweden and Jobu in Norway and Lincoln the French washing machine manufacturer.

The group reports net extra-

ordinary outlays of only SKr 800,000 for the first half of 1979 compared with net income of SKr 110.8m for the period last year. Investments in fixed assets exceeding initial value of companies acquired rose by SKr 92m to SKr 308m.

The parent company showed first-half sales of SKr 1.12bn against SKr 763.8m but part of this large increase was due to incorporation of Huskvarna's Torsvik factory in Sweden into the parent company accounts.

Pre-tax profit rose from SKr 68.4m to SKr 75.7m.

PUK disposal of stake in Rhone-Poulenc

By David White in Paris

THE FRENCH metals and chemicals group, Pechiney Usine Kuhlmann, has announced the sale of "the essential part" of its 7.8 per cent shareholding in the Rhone-Poulenc chemical group. It said it had disposed of the shares on the Paris Bourse in several stages over the last two months. The operation, carried out in consultation with Rhone-Poulenc, is estimated to have brought in FF180m (\$42m) to bolster PUK's investment programme.

The leading shareholder in Rhone-Poulenc remains Saint-Gobain-Pont-à-Mousson, the wide-ranging glass-to-engineering combine, which holds 10.1 per cent.

PUK is carrying out a restructuring plan and pumping more money into its strong sectors. This particularly concerns aluminium, for which the group is increasing its French capacity, as well as nuclear fuels.

In June, it floated a FFr 300m loan to help finance the programme.

Convertible Eurodollar bond for Asahi Optical

By FRANCIS GHILES

A CONVERTIBLE dollar bond of \$30m for Asahi Optical, one of the world's leading camera manufacturers and distributors under the brand name of Pentax, was launched last night by Yamachi International (Europe) and Credit Suisse.

First Boston Dillon Read was initially expected to be joint lead manager of this issue but dropped out, the be replaced by CSFB.

The coupon on this issue has been set at 7 per cent and the final maturity of the bonds is 15 years. The coupon was initially expected to be 6.5 per cent but even after the 1 per cent increase, Dillon Read is understood to have been unhappy with the terms.

The bonds are convertible at the holder's option on or after November 1, 1979, into shares of Asahi Optical. These were quoted at Y541 on the Tokyo stock exchange yesterday, having reached a high of Y687 and a low of Y455 this year. The conversion terms will be fixed on September 11. The company may not redeem

the bonds before April 1, 1983. A redemption price of Y104 will be paid if the bonds are redeemed during the 12 months following that date.

Thereafter, the redemption price will fall by 1 per cent every twelve months until it reaches 100%.

Despite the easing in the six-month Libor rate by 1/2 to 13 yesterday, sharp mark-downs in straight dollar issue prices were recorded in the secondary market. Some issues shed as much as 1/2 of a point, but the market appeared to stabilise during the afternoon and most issues closed about 1/2 a point lower on the day.

Some market participants are anticipating that one of the bond market's major clearing systems, Euroclear, will increase the rate it charges for overnight facilities from 11% to 11% per cent later this week.

More activity than earlier in the week was reported in the Deutsche-Mark sector, where secondary market prices of foreign D-Mark bonds posted gains of around 1/2 of a point.

First-half profits and sales up at Ericsson

By Our Stockholm Staff

L. M. ERICSSON, the Swedish Telecommunications group, reports that after foreign exchange translation adjustments its pre-tax profit in the first half was SKr 68m (\$35.7m) against SKr 33m during the same period last year. But the company cautions that "comparisons with the first six months of 1978 are affected by the fact that Ericsson Do Brasil Comercio E Industria S.A. (EDB) is no longer treated as a consolidated subsidiary."

Sales rose by 9 per cent to SKr 4.76bn (\$1.05bn). Orders received amounted to SKr 4.38bn, a drop from SKr 6.08bn, but Ericsson notes that the high level of orders in the first half of 1978 stemmed largely from its major contract with Saudi Arabia. During the third quarter of 1979, a supplementary contract with the Saudis totalling SKr 3.5bn was signed by Ericsson together with the Philips group.

"A number of important customers in Europe and Africa have delayed their decisions to order exchange equipment. An increase in orders received in the second half of the year can be expected."

Ericsson is sticking to its forecast of last spring that 1979 pre-tax profit will exceed the SKr 72m (\$17m) noted last year on turnover of SKr 9.02bn. Orders on hand at June 30 totalled SKr 9.55bn against SKr 10.59bn at year-end 1978. The reduction was almost entirely due to the elimination of EDB's order backlog from the consolidated amounts. If EDB's sales for the first half of 1978 had been excluded from consolidated sales as in 1979, the increase in group turnover would have been 24 per cent. Ericsson says.

The transfer in late June of voting control in EDB to Brazilian interests was part of agreements reached in connection with the choice of Ericsson's AXE switching system as one of two systems to be used in future expansion of Brazil's telephone network.

The parent company now holds 75 per cent of EDB's share capital but only 26 per cent of voting shares.

Argus wants treble damages under the Sherman Act, and is

NORTH AMERICAN NEWS

Second quarter setback for Brascan earnings

By OUR FINANCIAL STAFF

THE Toronto-based holding company Brascan expects earnings for the second half to show an improvement over the first six months, which did not meet expectations.

The company reported first half earnings from continuing operations of \$11.6m against \$11.5m in the first six months of 1978.

Brascan pointed out that first

year's figures were boosted by income from discontinued operations, principally reflecting the sale of Light Servicios de Electricidad to the Brazilian state. This lifted net income from the quarter to \$27m and for the first half to \$66.2m.

The company reported first

half earnings from continuing operations of \$11.6m against \$11.5m in the first six months of 1978.

Brascan pointed out that first

half results bore the full

\$5.1m cost of the unsuccessful

bid for F. W. Woolworth, after

\$5.4m last time.

which control of Brascan passed to Edper Equities.

The company is currently re-

viewing the carrying value of

some of its investments includ-

ing the lossmaking Brascan

Brasil. The greater devaluation

of the cruzeiro pushed this

operation into a loss of \$2.1m in

the second quarter compared

with a profit of \$2.4m, and a

loss of \$3.6m at the halfway

stage against a profit of \$1.1m.

Chrysler claims sharp rises in sales

By David Lavelle in New York

CHRYSLER, the ailing car manufacturer, claimed yesterday that the first three days of its new cash rebate programme had brought sharp increases in dealer sales of cars and trucks.

Chrysler introduced the \$400 per-car cash rebate on August 16 to spur its flagging car sales and reduce unservable high stocks. The company said it had sold 5,521 cars and 1,852 trucks over the three days, and that its dealers around the country were reporting a 40

to 50 per cent increase in sales.

Meanwhile, Chrysler is ap-

parently quietly telling its bankers

that it expects to make a loss

of between \$600m and \$700m

this year, and be back in the

black in 1981, according to the

Wall Street Journal yesterday.

Two Financial Times Surveys

SAUDI ARABIA and UNITED ARAB EMIRATES

The Financial Times recently published two authoritative Surveys on Saudi Arabia and the United Arab Emirates. Both Surveys give extensive coverage to the economic, political, financial and industrial situations in the two countries. They have now been individually reprinted and are available, at £3 each, from:

Laurette Lericotte-Peacock,
at the Financial Times, Bracken House,
20 Cannon Street, London EC4P 4BY.
Tel: 01-248 8000 Ext 515.

FINANCIAL TIMES EUROPE'S BUSINESS NEWSPAPER

U.S. \$300,000,000

of which U.S. \$200,000,000 is being issued as the Subsequent Tranche

Citicorp Overseas Finance Corporation Limited

Guaranteed Floating Rate Notes Due 1983

Unconditionally guaranteed by

CITICORP

The following has agreed to subscribe for the Subsequent Tranche of the above Notes:

Credit Suisse First Boston Limited

Arrangements have been completed for the issue by Citicorp Overseas Finance Corporation Limited on 31st August, 1979 of U.S. \$200,000,000 aggregate principal amount of Guaranteed Floating Rate Notes Due 1983, of U.S. \$10,000 each, as the Subsequent Tranche of its U.S. \$300,000,000 Guaranteed Floating Rate Notes Due 1983. Notes of the Subsequent Tranche will contain the same terms and conditions as and will rank in all respects pari passu with the Notes of the Initial Tranche issued on 23rd August, 1979. Particulars of the Notes are available in the Exel Statistical Service. The Subsequent Tranche has been admitted, subject to its issue, to the Official List of The Stock Exchange.

30th August, 1979.

Weekly net asset value

on August 27, 1979

Tokyo Pacific Holdings N.V.

U.S. \$66.10

Tokyo Pacific Holdings (Seaboard) N.V.

U.S. \$48.16

Listed on the Amsterdam Stock Exchange

Information: Pearson, Hendriks & Peacock, NV, Amsterdam.

VONTobel Eurobond Indices

145.76-100%

AVERAGE YIELD

21.57-23.75

PRICE INDEX

103.57-103.98

AVG. YIELD

2.74-3.07

DATASTREAM

103.59-103.82

AVG. YIELD

2.87-3.12

DATASTREAM

Companies and Markets **INTNL. COMPANIES and FINANCE**

INTERNATIONAL CAPITAL MARKETS

New facility for Venezuelan agency

BY ROSEMARY BURR AND FRANCIS GHILES

THE VENEZUELAN telephone utility, Cantv, is raising a one year \$200m credit via Swiss Bank Corporation. The facility, renewable for a further year at the borrower's option, carries a spread of 3 per cent. Managers of the loan are Chase Manhattan, Libra, Lloyds Bank International and Westdeutsche Landesbank.

This is the latest in a spate of short-term credits to be raised by Venezuelan agencies this year. Market sources estimate that about \$2.5bn in short-term debt has been incurred, making a total figure, for short-term Venezuelan debt in the region of \$9.5bn.

Both the overall size of the indebtedness and the timing of these transactions (there has been a steady increase in their number over the summer) is leading to speculation in some quarters of the market that Venezuela might move to consolidate this debt and stretch out its maturity.

Meanwhile, the largest syndi-

cated bankers' acceptance facility yet raised in the U.S. money markets, the \$1.5bn transaction for Pemex, the Mexican State oil company, has been well received. The response from banks has been described as "overwhelming" by the lead managers of the facility, Bank of America.

In excess of \$5.5bn has been subscribed, with interest being split roughly equally between U.S. and foreign banks. The amount of the facility will not be increased. The deal is scheduled to be signed in Los Angeles on September 6.

The success of the Pemex deal has led to speculation that further transactions of this type will be arranged. While not ruling out the possibility of other major oil or gas firms tapping the market in a similar fashion, bankers point out that the number of borrowers whose requirements would be best met in this way is limited.

A \$250m loan currently being arranged for the Kingdom of

Morocco is meeting with a very cool reception in the international capital markets: the joint lead managers, Compagnie Financiere de la Deutsche Bank and Credit Industrial et Commercial have only succeeded in syndicating just over 7 per cent of the total amount of \$250m. This compares poorly with the more than 40 per cent achieved by UBAF on a \$200m loan completed for the Moroccan state phosphate company, OCP, last June.

The terms of that loan were identical to those on the loan being syndicated for the Kingdom. Two months ago, the two banks offered to raise \$300m for the Kingdom on a "best effort" basis. A few weeks later they were awarded a mandate when they presented the Ministry of Finance in Rabat with a firm offer of \$250m.

Two factors lie behind this weak performance. First of all a number of major international banks which have traditionally

New parent for Trade Credits

By James Firth in Sydney

SOCIETE Generale, the French banking group, has linked with Trade Credits the Australian finance company, and plans to expand activities into the merchant banking field. The French group has agreed to buy the 30.04 per cent stake in Trade Credits held by National Insurance Company of New Zealand and to subscribe for additional shares to take its holding to 50 per cent.

It is paying A\$1.15 (US\$1.29) a share for the 1.88m shares held by the NZ Insurance Group and 70 cents a share for a placement of 2.7m shares. The average price is 87 cents a share or US\$4.29m for the 50 per cent stake. Yesterday's closing share-market price was 78 cents.

Trade Credits' other major shareholder, Colonial Mutual Society, the life office, has agreed to the arrangement and will subscribe for additional shares, also at 70 cents, to maintain its stake at 8.66 per cent.

The proposals are subject to approval by Trade Credits shareholders and the Australian government. An application will be lodged soon with the Foreign Investment Review Board.

Societe Generale will also provide Trade Credits with up to A\$9m, to be drawn down as required over the next two years, and provide standby facilities.

The French bank will join with Trade Credits to establish a jointly-owned merchant bank, to be known as Societe Generale Australia, which will concentrate on the local leverage leasing and resource project financing markets.

Second half rally fails to lift AMI

By Our Sydney Correspondent

TOYOTA motor vehicle assembler and distributor, Australian Motor Industries, rallied in the second half of 1978-79, but still registered a 1.8 per cent lower profit. Group earnings dropped from A\$4.45m to A\$3.85m (US\$4.35m), prompting the directors to shave the dividend from 7 cents to 6.5 cents a share.

Better second-half trading cushioned the profit slip, but tax gains from trading stock valuation adjustments, investment allowances and a change in accounting policy relating to tooling costs also played a part. Previously the tooling costs were written off in the year they occurred, but they will now be depreciated over the life of the tools. The pre-tax profit would have been A\$1.18m lower, but for the accounting policy change.

At the half-way mark profit was down 44 per cent from A\$1.32m to A\$740,000. In the last six months the company earned A\$3.12m, which was only slightly less than the A\$3.17m for the same period of 1978.

The lower dividend is still almost five times covered by earnings of 32 cents a share, compared with 37 cents in 1977-78.

First half recovery for Haw Par

By Our Financial Staff

HAW PAR Brothers International, a Singapore investment company, has reported an unaudited pre-tax profit of \$8.28m (US\$1.81m) for the first half of 1979, compared with a loss of \$8.255m a year ago.

Announcing the result, the directors said they expected the company to meet the forecast pre-tax profit figure of not less than \$8.6m for the full year. The forecast was made last May when Haw Par unveiled a \$8.45m offer for Setron, a local assembler and distributor of television sets and other electronic goods.

The latest results and the forecast exclude any contribution from Setron. It reported a pre-tax profit of \$8.43m in 1978 against a figure of \$8.19m in 1977.

Cement-Roadstone profits up

BY OUR FINANCIAL STAFF

IRELAND'S largest industrial company, Cement-Roadstone Holdings, which also has major interests in the UK and overseas, announced a 24 per cent increase in profits for the half year to IR£11.1m (\$25m).

Net earnings of 6.28p a share compared with an adjusted 3.75p last year. An interim dividend of 1.63p a share is declared, against an adjusted 1.44p.

Trading profit, which increased from IR£10m to IR£12.3m, benefited from inclusion of profits at J. and W. Henderson, Ancoor, and Southern Chemicals, for the first time.

Profits declined at both Irish Cement and Van Neerbo.

A major boost to the pre-tax total came from the share in associated companies' profits at IR£1.1m compared with IR£447,000. This year's total

includes a further contribution from Roadstone BV in respect of the harbour contract at Calabar, Nigeria and also the group's share of profits of the T.B.F. Thompson Group from mid-January.

Sales in all operations were affected by exceptionally poor weather earlier this year, and UK business was also hurt by the strike by road hauliers.

But volume increased considerably as the weather improved and sales of cement in the home market again exceeded expectations.

• A FURTHER increase in profits in the second half at Fitzwilliam, the Irish investment holding group, has taken the total for the full year above forecast. Pre-tax profits for the 12 months to June 30 are 86

per cent up at IR£23m (\$4.1m).

The final dividend is increased to 3.4p a share bringing a total of 5.2p against 4p last year.

The chief factor behind the improvement, according to a company spokesman, has been the turnaround from loss into profit at Goulding Chemicals. Gauding contributed around IR£500,000 to the total of IR£21.4m taken into group profits from the share of profits of associated companies. Last year, the associated companies contributed IR£721,000.

Cash and bank balances remain strong at IR£3.2m, and a major boost to this total is expected shortly when sales contracts are completed for the disposal of about IR£500,000 of the group's major site in South Great George's Street, Dublin.

Venezuela to buy rest of Indulac

BY JOHN WICKS IN ZURICH

THE VENEZUELAN Government has expressed its wish to acquire full control of Indulac, a national manufacturer of powdered milk in which the Swiss Nestle group has a stake of 40 per cent. In 1978, Nestle reduced its shareholding in Indulac to a minority participation as part of the Venezuelaization of the milk industry, while remaining responsible for administration and technical control.

At the same time, Von Roll announces further rationalisation measures in Switzerland itself. As part of these, the drop forging facility in Gerlafingen—which is said to have been losing money for years—is to close. Other rationalisation steps will be carried out in foundry operations and at steel units in Gerlafingen and at the Montefiorino works in Bodio.

Von Roll, which has not paid a dividend since 1974, had indicated in June that results would be better this year than last but the company was then hit by a net loss of SwFr 17m.

The company now states that considerable progress has been made in re-structuring the group, the new measures serving to continue the long-term recovery plan. Von Roll AG turned

over loss by over 15 per cent in the first half of this year, though orders did not keep up with this rate and a flattening-off of sales is expected for 1980.

* * * A REDUCTION of dividend from SwFr 5.85 to SwFr 5 per certificate is announced by the Swiss investment fund administrator Gestivator Gestione Fondi SA, Lugano, for its international bond fund Rentivator.

The circulation of certificates rose by nearly 16 per cent in the financial year ended June 30 to 907,322, fund assets reaching a level of SwFr 75.8m. Rentivator, an affiliate of the Lugano-based Banca del Gottardo, reports the adverse effect in the 1978-79 business period of the appreciation of the Swiss Franc in terms of non-mark currencies. In the fund portfolio, the Swiss-Franc share amounted to 42.5 per cent and that of Deutsche Mark bonds grew to nearly 26.5 per cent. Dollar holdings were reduced from 25.6 per cent to 21.55 per cent. Long-term paper of more than seven years' maturity increased its portfolio share to nearly 37 per cent.

The figures exclude any contribution from the Hotel Villa Sant' Andrea, Sicily, which reported turnover for the year to May 31 up by more than M€200,000 to a best ever M€245m (\$7.35m) and profit of M€204,000 compared with M€180,750 subject to taxation of M€278,000 against M€66,200.

The figures exclude any contribution from the Hotel Villa Sant' Andrea, Sicily, and the Grand Hotel Verdala, Malta, where Kursaal owns a 19 per cent interest.

The final dividend is 7 per cent making 12.4 per cent for the year, against 11 per cent.

Mr. Eric MacAdie the chairman says that the Malta tourist trade is "booming" and despite the fact that Casino profits are hard to maintain because the island is not yet attracting the "big spenders" he is looking forward to a further improvement in results for the current year.

Sea Malta warns on prospects

BY GODFREY GRIMA IN MALTA

SEA MALTA, the island's state controlled national cargo line, faces "dismal prospects" Mr. Albert Mizzi, the chairman, warned shareholders in his annual report. Despite the fact that 1978 proved the best trading year so far, depressed world wide trading conditions, stiff competition and increased relations with Soviet lines.

Shipowners, Mr. Mizzi added, were still carrying the brunt of a trade recession with consequential overtonnage and low freight rates. Sea Malta's northern routes remain particularly unprofitable. Competition from Line Conference members and Soviet lines operating from London and Rotterdam sapped profits made from other more worthwhile routes. At the same time increased repair maintenance and fuel costs have made matters worse. "Prospects for our shipping company therefore

cannot be but dismal in spite of our determined efforts to carry more cargo, cut expenses and exercise all round economies," Mr. Mizzi told shareholders.

Proposals, he added, had been made to Algeria and Libya both of which hold financial interest in Sea Malta, to promote closer collaboration and rationalise liner services where possible. Talks were also taking place to improve relations with Soviet lines.

Sea Malta registered a trading surplus of M€207,820 before depreciation and interest. During the year the company carried 50,000 freight tons of ship-to-ship cargo compared to 32,200 freight tons in 1977.

* * *

KURSAAL COMPANY, which owns the Dragonara Palace Hotel and Casino in Malta and 50 per cent of the Hotel Villa

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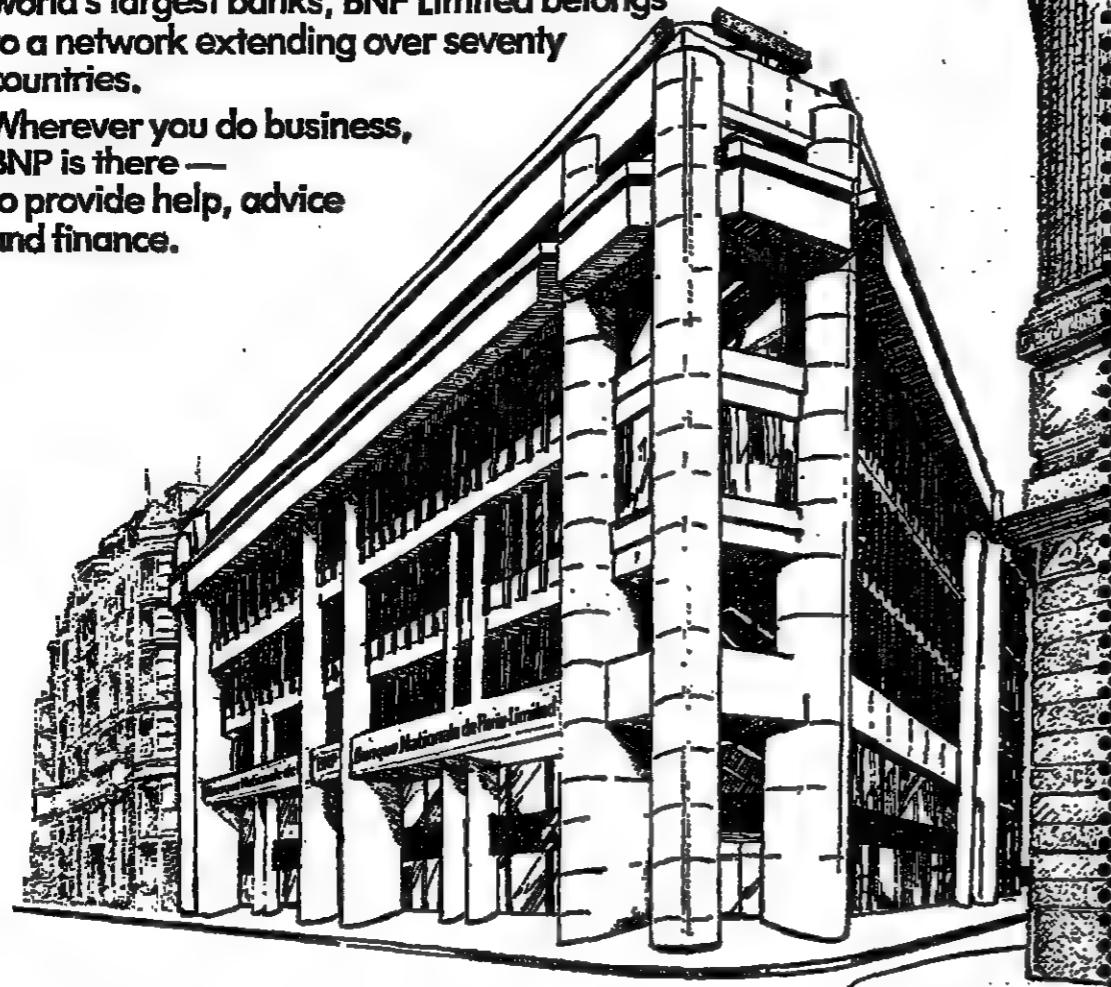
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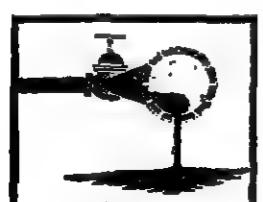
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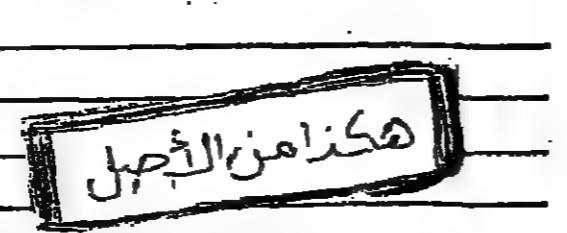
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CURRENCIES, MONEY and GOLD

Sterling and dollar firm

STERLING continued to advance in more active foreign exchange trading yesterday, while the U.S. dollar had a firm underline helped by higher U.S. interest rates, and the reduction in the U.S. July trade deficit. The pound opened at \$2.3460-2.3470 in the morning

closing at \$2.3475, compared with \$2.3485. The dollar/yen rate finished at ¥221.85, compared with ¥220.50, after trading between ¥221.20 and ¥222.30.

The French franc was one of the few currencies to improve against the dollar, helped by news that the French Government is to give a boost to the economy. The dollar eased in FF 4.2650 from FF 4.2675.

There was no sign of central bank intervention as far as the dollar was concerned yesterday, but the Belgian franc received support when it declined sharply against the D-mark. It replaced the Danish krone as the weakest member of the European Monetary System.

FRANKFURT — The Bundesbank did not intervene when the dollar was fixed at DM 1.8316 against the D-mark, compared with DM 1.8305 previously. Trading was quiet with the U.S. currency declining from an early level of DM 1.8328 following news of a reduction in the U.S. trade deficit last month. Dollar/yen trading was quite active, while sterling remained firm on speculative interest. The pound was fixed at DM 1.8360 after trading at DM 1.8310 earlier in the morning. Rumours continued about Middle Eastern interests dealing in large amounts of sterling.

THE dollar's index, on Bank of England figures, improved to 95.6 from 94.9. The U.S. currency traded within a narrow range of DM 1.8300 to DM 1.8335 against the D-mark, before closing at DM 1.8305, compared with DM 1.8290 previously. Movements against the Swiss franc were also small, ranging between SwFr 1.6585 and SwFr 1.6585, with the dollar

support to the yen, selling an estimated \$50m following news of a sharp reduction in the U.S. trade deficit in July.

TOKYO — The dollar continued to advance in active trading, closing at ¥220.425 against the Japanese yen, compared with ¥220.821 on Tuesday.

The Bank of Japan gave further support to the yen, selling an

estimated \$50m following news of a sharp reduction in the U.S. trade deficit in July.

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New credit scheme for farmers

By Our Commodities Staff

FARMERS WILL soon be able to buy a wide range of essential goods and services with the help of a new credit scheme introduced by the Midland Bank and operated through a nationwide network of agricultural merchants.

Loans of £500 to £10,000, repayable over 18 months, will be available for goods such as fertilisers, chemicals, fuel and seed. Ploughing and other work by contractors can also be paid for under the scheme.

The loans, which will be processed within seven days of application, are available to all farmers whether they bank with the Midland or elsewhere.

They can be paid back regularly each month or on a delayed payment basis to coincide with the applicant's seasonal cash flow.

For regular payments, the current annual interest rate is 9 per cent (effective annual rate for 18 months is 17.7 per cent). For delayed payments, interest is calculated on the outstanding daily balance at a rate of 3 per cent over the bank's base rate currently 14 per cent.

A spokesman said the scheme had been introduced following the success of similar projects covering purchases of fertiliser. The bad debt record with existing schemes was "practically nil," he said.

Farm workers earn 14% more

By Our Commodities Staff

AVERAGE WAGES of hired workers on British farms rose by 14 per cent in the year to last March. A Ministry of Agriculture survey shows that farm workers earned an average £66.25 for a 44.5-hour week in the first quarter of this year, compared with £58.08 for 44.3 hours in the same quarter of 1978.

Dairy herdsmen's average wages rose 17 per cent to £86.00 for a 53.3-hour week and tractor drivers' rose 17.5 per cent to £64.73 a week.

Farm foremen's wages rose 14 per cent to £17.16 a week and general farm workers 11.5 per cent to £60.55. Horticultral workers brought up the rear with a 7.5 per cent increase to £58.78.

BRITISH COMMODITY MARKETS BASE METALS

COPPER—Sharply higher on the London Metal Exchange, reflecting a tightening in the nearby supply situation which widened the backwardation in the market. The metal closed at £200.00 owing to the overnight Comex performance coupled with strong gold and silver. Profit-taking then pared the price to £198.00, before profit-taking pared the price to £197.00 on the late. The court said that even though potatoes were not covered by the Common Agricultural Policy trade had to be allowed unhindered under the provisions governing the free movement of goods in the treaty which binds the Community.

The extent to which imports

L.G. Index Limited 01-351 3466.

3 months Copper 908.1-915.4

29 Lamont Road, London SW10 0HS.

1. Tax-free trading on commodity futures.

2. The commodity futures market for the small investor.

CORAL INDEX: Close: 436-468

INSURANCE BASE RATES

† Vanbrugh Guaranteed 11.1%

† Property Growth 11.4%

† Address shown under Insurance and Property Bond Table.

COMPANY NOTICES

GOLD FIELDS GROUP

DECLARATION OF DIVIDENDS—UNITED KINGDOM CURRENCY EQUIVALENTS

In accordance with the conditions relating to the payment of the dividends declared by the undermentioned companies on 8 August 1979, payments from the office of the United Kingdom Registrar will be made in United Kingdom currency, the rate of exchange to £1 United Kingdom currency, this being the rate available rate of exchange for remittance between the Republic of South Africa and the United Kingdom on 28 August 1979 as advised by the companies South African bankers.

The United Kingdom currency equivalents of the dividends are therefore as follows:

Name of Company
(Exclusively Incorporated in the Republic of South Africa)

Gold Fields Proprietary Company Limited
New Witwatersrand Gold Mine Limited
Vaalwater Gold Mine Holdings Limited

London Office
4th Floor, 100 Finsbury Square,
London, EC2R 8QQ.

United Kingdom Registrars Limited,
50 High Road,
London E10 7AA.

28 August 1979.

By Order of the Board
C. E. WENNER, London Secretary

NOTICE TO BONDHOLDERS

TELEFONOS DE MEXICO, S.A.

U.S.\$55,000,000 9% per cent. 1977/1984 Bonds

Persons to whom the present notice is given are hereby given to

the notice that the principal amount of the above-mentioned Bonds, redeemable during the six-month period starting on August 10, 1977 and ending on August 9, 1978 or the following six months, has been paid.

During the twelve-month period starting on August 10, 1978 and ending on August 9, 1979, an additional principal amount of U.S.\$55,000,000 will be paid.

Amount outstanding U.S.\$55,000,000.

Final Agent
KREDITFANK S.A.
Mexico City, D.F.
August 28, 1979.

Luxembourg,
August 28, 1979.

W. German production cut boosts zinc market

By JOHN EDWARDS, COMMODITIES EDITOR

THE WEST GERMAN zinc producer, Preussag, announced yesterday it was cutting output at two of its main production plants by 15 per cent. The cut-back follows a renewed build-up in European zinc stocks.

West Germany is the most competitive European zinc market.

Preussag is one of the leading producers, with an annual capacity of around 220,000 tonnes. But the company has not been too specific about production cuts.

Nevertheless, the immediate reaction on the London Metal Exchange zinc market was for

metal output in the first half of 1979 jumped by 12 per cent on a year ago to 932,000 tonnes. West Germany, as the biggest European zinc market, is the most competitive. Preussag is one of the leading producers, with an annual capacity of around 220,000 tonnes. But the company has not been too specific about production cuts.

The result was a significant widening in the premium of the cash price for wirebars to £7.5 above the three months quotation, which gained £20.25 to £91.35.

Other metals followed the rise in copper. Silver was also encouraged by the rally in gold during the afternoon and traded at a new peak. On the London bullion market, the spot quotation was lifted by 5.45p to 449.2p an ounce at the morning fixing and in later trading closed at a record £449.55p.

Potato prices attract imports

By CHRISTOPHER PARFES

BELGIAN and Dutch suppliers have captured about 25 per cent of the British market for processing potatoes since the collection of figures began at the start of August.

The Potato Marketing Board said yesterday that since August 1 high prices in the UK had attracted 6,500 tonnes and about 1,000 tonnes from Holland. The trade was beginning to slow down a little, however.

Potatoes fetching £30 a tonne in Belgium have been selling in Britain at close to £70. "Even allowing £25 a tonne for transport the trade is still attractive," the board commented.

Last week about 7.5 per cent of all British potato liftings were going to factories for chips, crisps and other processed products. At the same time last year the proportion was 9 per cent.

A board spokesman said some gains for overseas buyers had been expected following the lifting of a national ban on imports of maincrop potatoes after a ruling from the European Court of Justice last season.

The court said that even though potatoes were not covered by the Common Agricultural Policy trade had to be allowed unhindered under the provisions governing the free movement of goods in the treaty which binds the Community.

The interim council will advise the Minister on policies and management of the commis-

penetrates the UK market depends largely on price relationships between Britain and the Continent. Little impact is expected in the main market for raw potatoes. Traditional British tastes call for more "floury" potatoes for domestic use, but processors favour the more "waxy" types grown in Europe.

The recent good weather in Britain—rain to bulk up the crops followed by good harvesting weather—has boosted the quantity of potatoes reaching the market.

Producers in the Eastern counties are still managing to get up to £77 a tonne for top quality supplies but the national average is closer to £60. The Potato Board warned yesterday that although supply and demand were generally in balance, markets in Scotland were over-supplied.

Prices have fallen as a result. Last week an estimated 70,000 tonnes were lifted, compared with the 80,000 tonnes considered normal weekly supplies in winter.

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Mr. Paul Leong, the Malaysian Primary Industries Minister, said he would present the necessary legislation for Parliamentary approval in October.

He also announced the appointment of Mr. Lew Sip Hon, deputy Trade and Industry Minister, and a former chairman of the Rubber Exchange, as chairman of the Interim Commodity Trading Council.

The interim council will advise the Minister on policies and management of the commis-

soons appear to be anticipating their requirements on a broader scale and sought American-type sales.

Mr. Rosenthal, chairman of the House Commerce, Consumer and Monetary Affairs sub-committee, sent telegrams to the Federal Trade Commission, Commodity Futures Trading Commission, the Departments of Justice and Agriculture, the Council on Wage and Price Stability and the Securities and Exchange Commission calling for action to determine any violation of criminal and civil laws.

Mr. Rosenthal said consumer groups and sources inside the industry had told him the "yellow sheet," a private wholesale price listing, was pushed up an artificial low in early August. Reuter

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LONDON STOCK EXCHANGE

Equity leaders harder after slightly improved trade Fears of increased competition hit Stores sector

Account Dealing Dates

Option
First Declaration Date Aug. 13 Aug. 23 Aug. 24 Sep. 3 Aug. 28 Sep. 6 Sep. 7 Sep. 10 Sep. 10 Sep. 20 Sep. 21 Oct. 1
"New time" dealings may take place from 9.30 am two business days earlier.

A slightly improved trade in leading shares early yesterday led to some dealers experiencing a squeeze on their short book positions. The emphasis was on stocks such as ICI, a much healthier market since recently announcing a second-quarter profits recovery, but often showed through in other first-line industries which regained small early losses to settle marginally higher on balance.

The early morning dullness was particularly evident in the Stores sector, following an advance report of Marks and Spencer's anti-inflation drive. This aroused fears of a High Street price-cutting war developing and the company's competitors sustained sizeable falls. British Home Stores were especially vulnerable and dipped to 245p before closing a net 18 down at 238p. Marks fluctuated between 105p and 111p prior to ending a penny up on balance at 105p.

Under the immobility of another survey moderately bearish of the UK economy nor the latest rise in U.S. Prime rates had any lasting impact on underlying sentiment. Features stemming from trading announcements became more plentiful, although adverse comment lowered Associated Dairies in which the loss was partially reduced later by the announcement of preliminary figures generally in line with expectations and a proposed scrip issue. Hourly movements in the FT 30-share index ranged from a loss of 1.5 at 10 am to a gain of

2.3 at the 1 pm calculation; the close was below the best at 466.3 for a gain on the day of 1.5. The slight expansion in overall trade was measured by total bargains of 13,512 compared with the previous day's 13,057, the lowest since this measure of market activity was introduced about 12 weeks ago.

A further small overseas interest generated by the later firmness in the pound encouraged a basically firm under-ton in Government securities. Domestic investors appeared content to await next week's events, first of which is the bank's sector's eligible liabilities on Tuesday.

A renewed demand for investment currency, needed for the purchase of South African Gold shares, took the premium higher to 28 per cent before a subsequent easing on the firmer rate for sterling brought a close of 28 per cent, a net gain of 2. Yesterday's SE conversion factor was 0.8993 (0.9028).

A further contraction in Traded Option business resulted in only 181 contracts being completed against Monday's 190 and last week's daily average of 482. ICI attracted most interest, recording 97 deals.

Prov. Financial firm

Buying ahead of the interim figures due next Tuesday helped Provident Financial improve 3 to 96p among quietly firm Hire Purchases. Wagon Finance, which reports half-yearly figures tomorrow, edged forward a penny to 470p and 130p respectively in thin markets. Benor advanced 3 to 28p on response to the good annual results and, reflecting the chairman's confident annual statement, Vibroplant also added 6, to 228p. Burnett and Hallamshire "A" and J. Jarvis improved 5 apiece to 470p and 130p respectively, in thin markets. Carliers firms 3 to 140p on the after-hours announcement of the Monopolies Commission's clearance for Tesco's 150p per share cash bid. Elsewhere, Avana put on 5 to 179p peak of 115p on renewed speculative interest.

Avon Rubber good

in firm Hotels and Caterers, Grand Metropolitan added 4 to 145p and Trusthouse Forte rose 5 to 144p. Although the interim profits were slightly lower than expected, Unilever hardened a penny to 174p on the chairman's increase and the chairman's confident remarks. Elsewhere, Savvy "A" put on 3 to 87p and the "B" advanced 5 to 87p respectively in Hongkong Land, 24p, and Swire Properties, 39p. Oils improve

A reasonable demand developed for leading Oils with British Petroleum firming 15 to 1145p, after 1150p, and Shell adding 4 to 328p. Elsewhere, buyers became interested in Oil Exploration and Tricentrol which improved 4 apiece to 348p and 224p respectively, while lead and 122p on the announcement that Crown House now holds nearly 30 per cent of the capital. Further consideration of the capital proposals helped E. Fogarty advance 8 to 363p, while comment on the favourable Budget concessions on on-shore oil exploration. Weeks firms 12 more to 237p.

gave up 6 to 400p and Burton 2 more to 95p. National Car bonising came in for good support at 77p, up 4, while similar improvements were recorded in Orltex, 125p, and Wian Industries, 62p. Bentima, 53p, edged forward a penny in response to the results and No-Swift Industries added 2 to 30p following news of the better-than-expected interim results and the property revaluation surplus. Edward L. Bass cheapened 2 to 65p following lower interim profits and Johnson Matthey gave up a like amount to 205p on mild disappointment with the first-quarter figures.

A speculative flurry prompted a gain of 24 to 41p on balance at 135p.

Thomas Robinson became a late casualty in Engineering, falling 8 to 74p following news of the sharp contraction in first-half profits. Jones and Shipman gave up 7 to 180p and Startrite dipped 2 to 130p, while Brahma Millar cheapened 3 to 27p. By far of contrast, Saville Gordon firms 3 to 45p on the better-than-expected annual results.

Trading statements were prominently for promotional of certain Food issues. Associated Dairies failed to recover from adverse Press comment and finished 7 cheaper at 263p, after 261p, following the annual results and proposed 50 per cent scrip issue. But Nurdin and Peacock responded to the excellent interim results with a gain of 10 to 135p, after 128p. Carliers firms 3 to 140p on the after-hours announcement of the Monopolies Commission's clearance for Tesco's 150p per share cash bid. Elsewhere, Avana put on 5 to 179p peak of 115p on renewed speculative interest.

Properties failed to attract any worthwhile support and usually faded a few pence. MPEC shed 2 to 138p and Great Portland Estates 4 to 320p, but Land Securities held at 295p. Interim profits slightly below market expectations left St. Georges Estates a penny cheaper at 105p, while the proposed rights issue clipped a like amount from Estate Property Investment, to 16p. A good market on Tuesday following favourable Press comment, Grosvenor Estates eased to 104p on profit-taking. In contrast to the trend in the domestic market, far-eastern issues prompted gains of 2 and 24 respectively in Hongkong Land, 24p, and Swire Properties, 39p.

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FINANCIAL TIMES

Thursday August 30 1979

PEACE HOPE SLIM AS KHOMEINI IS DEFIED

Besieged Kurds fighting on

BY ANDREW WHITLEY

MILITANT KURDS in the besieged city of Mahabad in north-west Iran defied a call by Ayatollah Khomeini to lay down their arms yesterday. They said they would defend themselves and fight on.

Faint hope appeared of a way out of the deadlock. However, a Kurdish peace delegation in Tehran said that they were prepared to make another effort, although Khomeini rejected Monday's provisional agreement.

Mr Hashem Sabaghian, the Interior Minister, said that the delegation had agreed to allow regular army troops to be stationed temporarily in the rebel capital; but that was

quickly dismissed by an official of the banned Kurdistan Democratic Party (KDP) in Mahabad.

Reports from the region say that an unofficial ceasefire was broken on Tuesday night when Kurdish irregulars, said by the government to be KDP members, attacked an army camp west of the town of Naqadeh with artillery and mortars. The attack was apparently beaten off after six hours.

The clash seems to have been an isolated, freelance action as the main body of Kurdish fighters, estimated at more than 10,000 continued to hold their fire. Organised by

the KDP, they have dug themselves into the mountain passes leading to Mahabad.

Against the armoured columns waiting to advance from the north and south on the city, the Kurds have some tanks captured from Government bases, anti-aircraft batteries, anti-tank weapons and some artillery. Their greatest shortage is anti-aircraft guns and ammunition.

Elsewhere in this heartland of Kurdish militancy, a 200-square mile region of poor communications and remote villages, preparations for a further flare-up of full-scale fighting are under way. In Baneh, near the Iraqi border,

Kurdish rebels said half the town's women and children had been sent to the border area as a precaution.

In an uncompromising statement, Ayatollah Khomeini said yesterday that the Kurds should surrender and their leaders would be punished as traitors. Behind the scenes, however, Government officials are clearly persisting in a softer line, as the Interior Minister made clear that ordinary members of the KDP would not be punished.

Mr. Sabaghian said that a four-point agreement had been reached with the delegation from Mahabad. The key



Issue seems to be whether the army would be allowed into Mahabad, as the Government and ruling clergy have demanded.

Other points included immunity from prosecution for ordinary party members and the recruitment of revolutionary guards, a paramilitary local security force, from among local people

'Blacking' by engineering groups in struggle against unions

BY ALAN PINE, LABOUR CORRESPONDENT

ENGINEERING employers are going to exceptional lengths to maintain a solid front in the face of national industrial action by members of the Confederation of Shipbuilding and Engineering Unions.

Some companies are in effect "blacking" others by saying that they will cease doing business with suppliers who reach unilateral settlements with the unions. Others are pointing out that companies making private settlements will not be able to dispose of extra material because of the effect of the unions' national overtime ban and strikes.

This trade union-style solidarity at local level reflects the determination of employers not to be defeated, particularly on the Confederation's claim for a

one-hour reduction in the working week.

The Engineering Employers Federation remains convinced that defections among its 6,500 member companies are small. It said yesterday that it knew of only 11 companies employing a total of 6,000 employees, which had settled at more than the EEU's national offer.

By contrast, the Federation claimed that around 800 companies with approaching 100,000 employees were now working normally and disregarding union instructions to impose sanctions.

The three one-day strikes called by the Confederation this month have been well supported but employers hope the position may change when the first two-day stoppage is launched next

week. Today the EEU is taking advertisements in national and regional newspapers telling engineering workers that the industry could not afford to meet the unions' claim in full.

Union officials in major industrial areas remained confident yesterday that the two-day strike would win wide support in spite of difficulties at some factories.

At Austin Morris's Cowley assembly plant yesterday workers voted against joining the strike after an inspector had taken control of a mass meeting. But elsewhere in EEU, shop stewards at the SU Fuel Systems factory in Birmingham warned that it was "almost certain" they would halt supplies of carburettors and fuel pumps to

factories where workers ignored the strike call.

Union leaders and employers' representatives discussed the dispute at the Advisory, Conciliation and Arbitration Service on Tuesday night and agreed to report back to their representative bodies.

The employers have offered a new national craft rate of £70 in response to the union's claim for £80.

• An attempt by Golden Ltd, perfume manufacturers, to obtain an injunction against the Amalgamated Union of Engineering Workers was adjourned until Monday in the High Court yesterday to give the union time to prepare its defence. The company is to appeal today against the decision to adjourn the hearing.

Sinclair sells off Microvision

BY MAX WILKINSON

SINCLAIR RADIONICS, a National Enterprise Board subsidiary, has sold its Microvision pocket television to Binatone, an importer and manufacturer of radios and television games.

Sinclair has received £5.35m in Government subsidy in the past few years, much of it for developing the Microvision and related products.

However, in spite of the technical success of the two inch-screen pocket television, it has proved an expensive commercial failure for Sinclair. The company failed to win high enough sales to make the product profitable.

The first version of the Microvision, selling at more than £200, could tune into any television station in the world and

was aimed first at the U.S. market.

Unfortunately, the set proved unnecessarily complex and too expensive. It was withdrawn in favour of a simpler set, costing about £100, aimed only at the UK market. That also failed to sell in adequate numbers.

With a £2m loss on a turnover of £6.33m last year, Sinclair discontinued production of the Microvision at its factory in St. Ives, Cambridgeshire, and concentrated on trying to shift its huge stocks.

Mr. Gulu Lalvani, Binatone's chairman, said yesterday that he expected the stocks to last until Christmas, even at the increased rate of sales for which he is hoping.

Binatone, a private company

with a 1978 turnover of about £20m, has paid more than £1m for the stocks of Microvision and all future rights to anything that the Japanese have produced.

It intends to start a new production line in the autumn at a factory in Wales or in Washington, Tyne and Wear, to which it will transfer the present production of its music centres from a small factory in Camberwell, south London.

The new factory will employ 250 people, including eight to ten key engineering staff recruited from Sinclair.

Mr. Lalvani says he expects annual UK sales of the Microvision to exceed 100,000 a year. He is also expecting big sales abroad.

Mr. Lalvani said: "We have dealings with electronics com-

panies throughout the Far East and we know that the Microvision is technically superior to anything that the Japanese have produced."

The Microvision was the only true pocket television set that would run for 10 hours on penlight torch batteries. A competitive Japanese machine, he said, was much larger and would run for only a fraction of the time before its batteries needed to be replaced.

For most of its 21 years' existence, Binatone has been an importer of electronic consumer goods, mainly from the Far East. Its main skill has been in marketing and distribution. Its range includes TV games, clock radios, car entertainment and high-fidelity equipment.

Mr. Morley and Mr. Marsh were expecting to buy Binatone until the end of last week. Mr. Morley had been working on the deal for four or five months after his enforced resignation from Mecca.

The acknowledged leader has been Ladbrooke Group, which yesterday announced a record first half profit of £16.7m compared with £13.8m in January-June, 1978, and a 50 per cent dividend increase. Neither company however has disclosed how much of its profits come from its casinos.

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Commercial Union plans link with Australasian group

BY JOHN MOORE

COMMERCIAL UNION Assurance, one of the largest UK insurance groups, is planning to pool resources with National Mutual Life Association of Australasia in an effort to develop its interests in Australia.

Commercial Union is to acquire the Australian life and general insurance subsidiary of National Mutual, a major insurance concern in the Australian market, which will increase its annual premium income from just over A\$80m (£50m) to nearly A\$100m.

It is also planning to acquire National Mutual's

general insurance business in New Zealand.

National Mutual will acquire the life assured business of Commercial Union in Australia and New Zealand.

If the moves go through successfully, a common link will be established between the two groups with National Mutual acquiring from Commercial Union 50 per cent of its 84 per cent shareholding in Commercial Union Australia.

This will reduce Commercial Union's stake in its Australian operations to 42 per cent. National Mutual will also acquire a half

News Analysis, Page 20

Muzorewa 'hopeful' over talks

BY TONY HAWKINS IN SALISBURY

BISHOP ABEL MUZOREWA, Prime Minister of Zimbabwe Rhodesia, said yesterday he expected to reach agreement with the British Government at next month's summit at Lancaster House in London. He told reporters after a meeting in the remote Uvungwe Tribal Trust land, 120 miles north-west of Salisbury, that he was "always optimistic."

The Bishop added: "We are expecting we will reach agreement with the British and they will lift sanctions."

He also defended his decision to include former Prime Minister Mr. Ian Smith in his team to attend the conference with guerrilla leaders and British officials. Mr. Smith's presence would be good because it would encourage many of the whites still remaining in Zimbabwe Rhodesia, said the Bishop.

He pointed out that Mr. Smith had led the Rhodesian

team at the Geneva talks and had represented the transitional government in the United States last year.

In Salisbury, the High Court action initiated by Zanu leader the Rev. Ndabaningi Sithole to have the results of the April

election declared invalid because of "gross irregularities" was postponed indefinitely.

The hearing is expected to last at least two weeks, and a new date will not be fixed until after the constitutional conference in London.

Continued from Page 1

Lloyd's syndicates

which time, if the limit is exceeded, the Lloyd's Committee calls for additional deposits from the members, which are lodged in trust and must keep pace with the volume of underwriting business accepted.

The stricken Sasse syndicate recently found that its premium limit had been exceeded two-and-a-half times, accepting business of £10m during one

underwriting year against a limit of £4m.

Mr. Ian Findlay recently told

members of Lloyd's that it was well nigh impossible to devise procedures at Lloyd's to prevent overwriting, and at the same time allow underwriters "to conduct their business with the freedom of decision and independence of action which is traditional and, I believe, essential to the health of this market."

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Continued from Page 1

Sheffield's 'bendibus'

BRITAIN'S FIRST articulated bus service begins in Sheffield next Monday—and passengers will travel free. Under the present law, travel must be free on trailer vehicles, but moves are being made to relax these

restrictions.

Marks takes the red pencil out

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